

Alexandra Vega

UX & Visual Designer

516.448.2809

alexvegadesign.com

SUMMARY

I'm a Visual Designer with eight years of studio, small business, and entrepreneurial experience specializing in creative direction driven by user-centered design principles. Dependable and adaptable with a knack for good communication. I'm ready to settle down with a good company and am actively seeking to broaden my skills.

2012 — CURRENT

Autostraddle.com, Design Director

Delivered UX/design direction and prototypes for a redesign for the most popular LGBT publication on the internet, including desktop, mobile, and tablet breakpoints

Utilizes best practices and industry standards in developing wireframes that explore multiple UX solutions and account for all use cases

Designs presentations to sell ideas to the creative team and/or high-profile advertisers and clients

Executed one of Indiegogo's most successful crowdfunding campaigns and raised 3X our goal

2010 — 2012

Blueprint Preparation, Graphic & Web Designer

Served as creative lead on the interface design of the new online student application

Understands what aspects of visual design affect user behavior and applied that knowledge to execute elegant solutions that improved usability

Effectively created, communicated, and presented design concepts to team within a consumer-centered process

2009 — 2010

Loewy Design, UI Designer

Created interface designs based on wireframes, client goals, and user-flow diagrams

Ensured a consistent experience across platforms and features leveraging client's brand standards

2005 — 2009

Jessica Weber Design, Intern / Graphic Designer

SKILLS

User Experience

Invision, Prototyping

Wireframing

User Research

Interface Design

Sketch App

Responsive Design

Usability Patterns

Best Design Practices

Design

Photoshop

Illustrator

Creative Direction

Branding & Identity

Infographics

Layout & Production

InDesign

Print Production

Communication

Keynote

Powerpoint

Speaking Experience

Project Management

Slack

Asana

Web

CSS

HTML

SEO

Wordpress

Other

Copywriting

Marketing

NOTABLES & ACHIEVEMENTS

Co-founded and developed an online media publication that has become the world's most popular lesbian website

Featured in Refinery29's 30 Under 30

Infographics have been featured on *Gawker*, *Jezebel*, *Buzzfeed*, *Idolator*, *the Frisky*, *the Village Voice*, and the *Wall Street Journal* blog

EDUCATION

BFA Graphic Design - 2008

AFA Communication Design - 2006

Fashion Institute of Technology, NYC

INTERESTS

Climbing/bouldering, drumming, reading, whiskey tastings, skiing, being outside