



# Alex Crane

## Visual Designer

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### Experience

#### **Sofie Biosciences** 2012 - 2017

##### **Sr. Visual Designer**

Increased product utilization and brand awareness by designing attractive user interfaces, brochures, email campaigns, shirts, and a tradeshow booth.

Improved process of prototyping and building digital products by taking on front-end coding duties and working closely with software engineers.

Created Sofie style guide and maintained adherence across all product lines.

#### **SLB Printing** 2010-2013

##### **Webmaster / Prepress Operator**

Improved company search engine results and sales by developing SLB's web presence.

Designed, updated, and repaired client files for maximum print quality and customer satisfaction.

Prepared and ran jobs on digital, offset, and wide format printers with minimal waste and highest quality results.

#### **Freelance** 2006 - Present

##### **Designer / Developer**

Visual creativity and the means to execute ideas regardless of the medium.

Client work in music, print, restaurant, and auto industries.

Constantly growing creatively and staying up to date on technologies through personal development projects.

### Details



#### **Portfolio**

[behance.net/alexcraned6811](https://behance.net/alexcraned6811)



#### **Professional Network**

[linkedin.com/in/alex-l-crane/](https://linkedin.com/in/alex-l-crane/)



#### **Photo Feed**

[instagram.com/alexlcrane/](https://instagram.com/alexlcrane/)



#### **Personal Website**

[alexcrane.design/](http://alexcrane.design/)

### Skills

*Photoshop, Illustrator, InDesign, Sketch, Drawing, InVision, HTML, CSS, Sass, JS, Xcode, Premiere Pro, After Effects, Print Production, Microsoft Office Suite, ProTools, and Ableton Live*

### Education

#### **Pima Community College** Tucson, Arizona

Associate Degree in Graphic Design, 2007  
Associate Degree in Web Design, 2008  
Graduated with Honors