

604.773.2199  
info@alex.moen.com  
alexmoen.com

# ALEX MOEN

## UI + GRAPHIC DESIGN



high-quality  
graphic design



HTML + CSS  
web coding skill



motion text +  
animated graphics

## HELLO!

I have been honing coding and design skills since I was young, crafting interactive websites and applications, as well as high-quality graphic designs that are suitable for screen or print. From low-fidelity prototypes to a refined final product, I am able to plan and execute complex projects that satisfy the needs of both clients and their users.

## TOOLS

YEARS OF EXPERIENCE :	1	2	3	4	5 +
HTML + CSS	●	●	●	●	●
JAVA	●	●	●	●	●
MySQL	●	●	●	●	●
UNITY 3D	●	●	●	●	●
PHOTOSHOP	●	●	●	●	●
ILLUSTRATOR	●	●	●	●	●
INDESIGN	●	●	●	●	●
PREMIERE PRO	●	●	●	●	●
AFTER EFFECTS	●	●	●	●	●

## PROJECTS

### UI PROPOSAL • RESTAURANT TABLET INTERFACE

For this school project, we imagined the ideal interface for a restaurant menu app. A tablet would be delivered to all guests of the restaurant, and they would be able to order food and drinks from their table without having to summon a server.

We began the ideation process by sketching on paper, then created interactive prototypes in Axure based on the best concepts. After conducting user tests, we refined the layout and interactions and created an high quality aniamted mockup in AfterEffects. We shot live video and created a pitch video, in order to sell the proposal to a panel of critics.

#### ROLES

- PAPER SKETCHING
- INTERACTIVE PROTOYPING
- USER TESTING
- PERSONAS
- ILLUSTRATOR
- AFTEREFFECTS

## PROJECTS

### APP PROPOSAL • ENTERPRISE RENT-A-CAR

A school project that that envisioned a world in which the Enterprise Rent-A-Car company could deliver vehicles directly to the user's location. The mobile app allowed users to easily select their choice of vehicle and have it arrive at the desired time.

I prototyped design layouts that would be appropriate for mobile phone screens. I then developed a finished UI for the app in Illustrator that featured a consistent logic for interaction elements. This design was then animated within AfterEffects, and we shot and edited a live action video showing both the design of the app, and how it operated in a real world scenario.

#### ROLES

- PAPER SKETCHING
- INTERACTIVE PROTOYPING
- USER TESTING
- ILLUSTRATOR
- AFTEREFFECTS
- MATERIAL DESIGN

### WEBSITE PROPOSAL • PLAYBOY.COM

Playboy has recently decided to restructure into a general lifestyle magazine. We used this school project as an opportunity to propose a new website strategy that honored their history of featuring intelligent writing. The site would now be a combination of blog and social media site, allowing established writers to interact with their audience and create a personalied feed of written and video content.

I led my team to discuss the core problem facing Playboy as a business, and to come up with new media strategies that would honor their history. After sketching layouts on paper, I took the best ones and created UI elements within illustrator. These were then animated, combined with motion text, and edited into a pitch video of my design, which featured a classic Jazz theme.

#### ROLES

- PAPER SKETCHING
- INTERACTIVE PROTOYPING
- USER TESTING
- ILLUSTRATOR
- AFTEREFFECTS
- COMPANY RESEARCH

## EDUCATION

### SIMON FRASER UNIVERSITY • SCHOOL OF INTERACTIVE ARTS + TECH BACHELOR OF ARTS CANDIDATE (2013-present)

The School of Interactive Arts + Technology is an interdisciplinary program which bridges the study of coding and digital creation tools with art and design theory. Students engaged with this program gain an understanding of both the technical needs of software projects, as well as the functional and aesthetic needs of their design.

SCAN FOR CONTACT INFO

