

# ALEX MOEN

## UX DESIGN + ART DIRECTION

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alexmoen.com



high-quality  
graphic design



HTML, CSS  
+ JavaScript coding



video editing  
+ sound design



motion text  
+ animated graphics

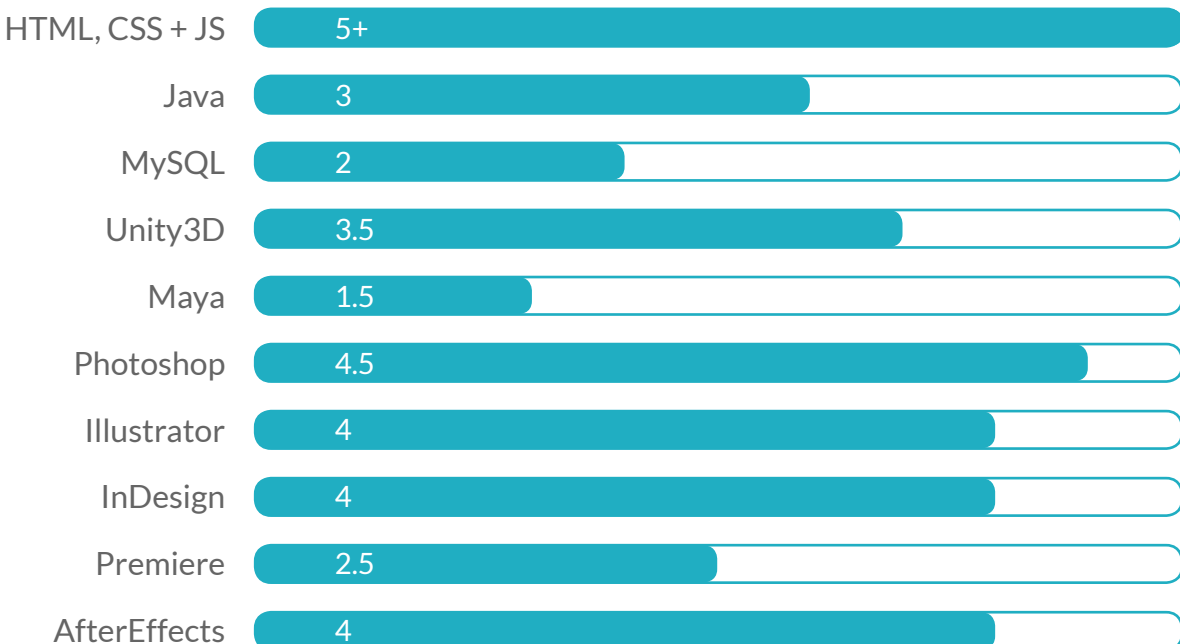
## HELLO !

I'm a designer specializing in user interfaces, graphic design, website coding and video production. I've been trained in user experience design at SFU's *School of Interactive Arts & Technology*.

Whether its the UI concept for an app, the creation of a responsive website, or a smart promotional video, I will deliver a high level of design quality that will communicate and delight.

## MY TOOLS

Years of Experience



# MY PROJECTS

## Kojirō Izakaya Interactive Tablet Menu

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Spring 2016 • User Interface Design

I worked with a team to create the user interface for a tablet-based restaurant menu. We began with pencil-and-paper prototypes, moved to digital interactive wireframes, then used user-testing methods to refine the project into a finished design. We showcased the final result in a short pitch video.

### MY ROLES:

- Sketched 20+ layout concepts & refined the best into 3 detailed paper wireframes
- Created 7 pages of detailed, interactive wireframes in *Axure*
- Refined those 7 pages into a final visual design in *Adobe Illustrator*
- Animated a high-quality walkthrough of the final design in *Adobe AfterEffects*

## “A Sunny Spot” - Restaurant Documentary

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Summer 2016 • Documentary Filmmaking

With a small filmmaking crew, I co-directed a short documentary about an older couple who run a Chinese café. We shot on-location at the café, shooting interview footage of the couple, as well as b-roll footage of the surrounding neighborhood. We then edited it together with music and titles to create a finished film.

### MY ROLES:

- Led the film as one of two co-directors, choosing the shots and interview questions
- Shot 5+ hours of footage, including interviews and exterior b-roll
- Edited the film in *Adobe Premiere* down to a tight 5 minute documentary
- Color-corrected and added titles and credits with *Adobe AfterEffects*

## Playboy.com Website Design Proposal

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Fall 2016 • User Interface Design

I worked with a team who confronted the declining readership of Playboy magazine, and re-envisioned their business through a new website concept. We began with paper sketches, moved to a final visual layout, and animated an upbeat pitch video which reminded viewers of Playboy's forgotten literary legacy.

### MY ROLES:

- Sketched 15+ different concepts across various mediums, and refined via feedback
- Created a final website interface in *Adobe Illustrator*
- In Adobe suite, animated UI & edited pitch video set to jazz, evoking classic Playboy

# THANKS FOR READING

more projects can be found at [alexmoen.com](http://alexmoen.com)  
scan the QR code to add me to your contacts

