

# ALEX MOEN

## UX DESIGN + ART DIRECTION

604.773.2199

info@alexmoen.com

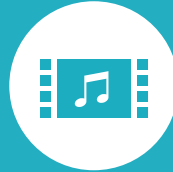
alexmoen.com



high-quality  
graphic design



HTML, CSS  
+ JavaScript coding



video editing  
+ sound design



motion text  
+ animated graphics

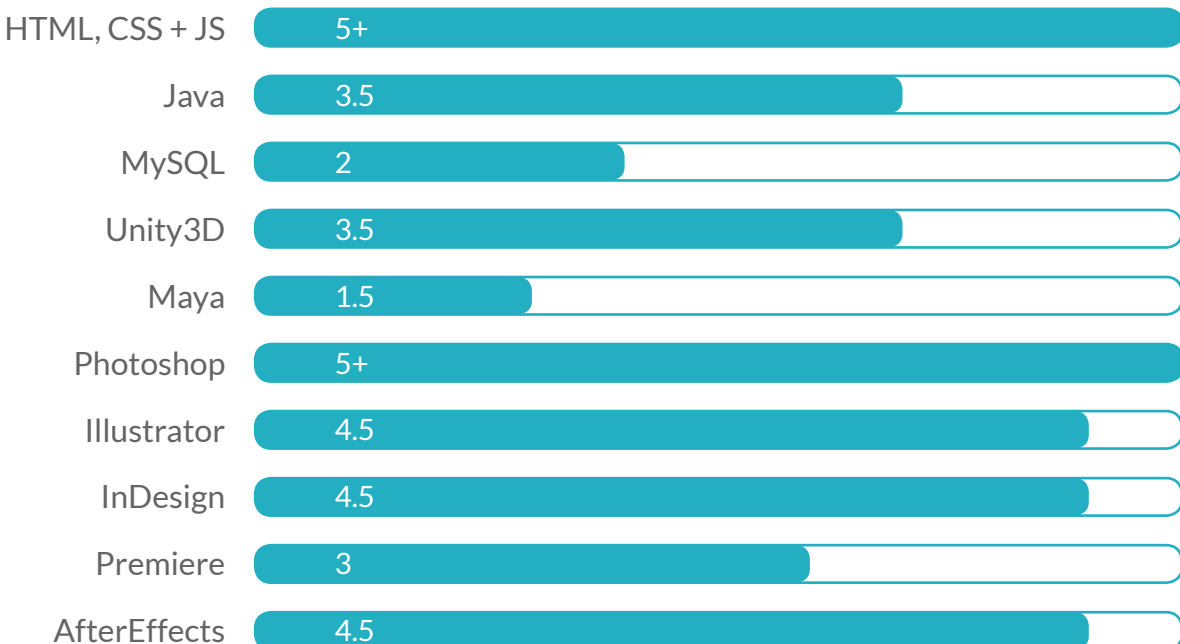
## HELLO !

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

## Microsoft Garage Internship

---

Winter 2017 • UX Design (Unannounced Project)

Working at Microsoft in the unique Garage Internship program, I was the sole designer assigned to a team of five developers. We were tasked with creating a yet-to-be-announced app for a TV-based platform. I was in charge of creating features, iterating on designs through wireframes and mockups, and helping developers to implement these plans in code. Our app will ship publicly in mid-2017.

### MY ROLES:

- Iterated 5+ different pages through a series of wireframes and finished mockups
- Helped to facilitate the conversation about design choices via printed materials and whiteboards, as well as systematically collected and logged feedback for review
- Conducted 25+ user testing sessions, allowing us to refine based on real feedback

## Greenlight Arcade E-Commerce Website

---

Fall 2016 • UX Design + Front End Development

Interning in a small startup environment, I was both the sole designer and front end developer for a gamified e-commerce website that sells indie game keys. I iterated on a series of layouts through both wireframes, mockups, and animations showing transitions. Upon approval from the manager, I moved to coding the website myself in HTML, CSS + JavaScript. The website will go live later in 2017.

### MY ROLES:

- Created 20+ wireframes and finished mockups that represent a responsive website
- Honed a design language of colors and fonts representing the manager's desire to present a "retro gaming" identity for the site
- Wrote over 100,000 lines of code in HTML, CSS + JavaScript

## Kojirō Izakaya Interactive Tablet Menu

---

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*

## THANKS FOR READING

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

