

Hi. I'm Alex.

I'm a UX designer trained at the *School of Interactive Arts + Technology* at Simon Fraser University. This is what I do:



ui design

human-centered interfaces, from prototype to mockup to final code.



web development

interactive + dynamic websites, coded from the ground up.



graphic design

an arrangement of images and typography great for screen or print.

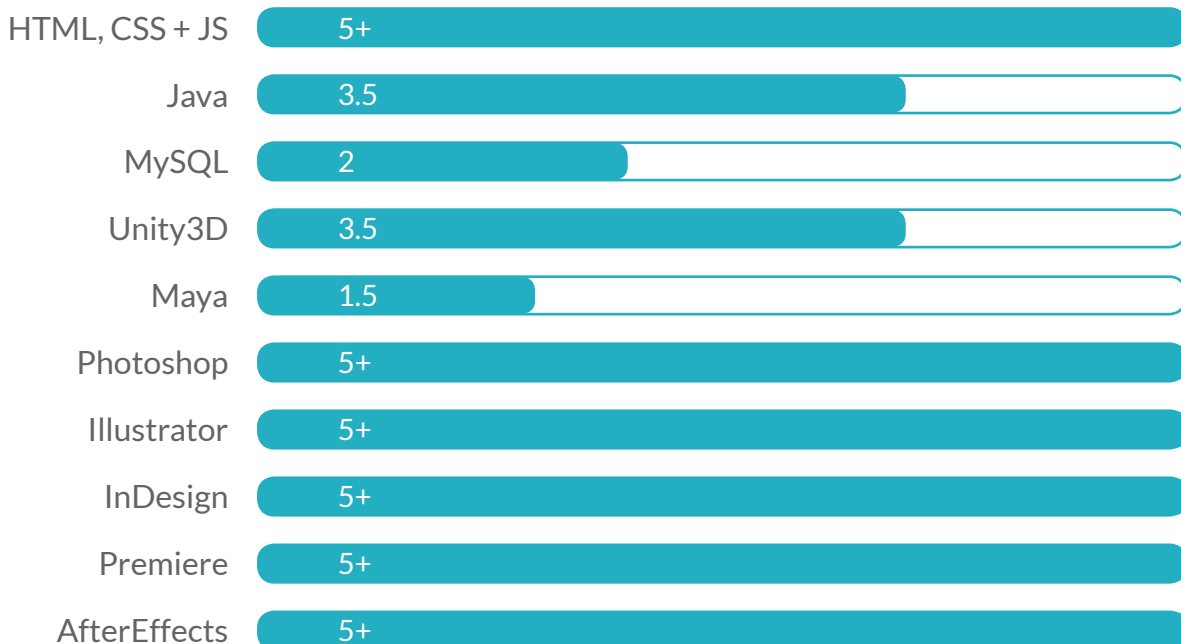


video

editing together footage, music + motion graphics to create an emotional punch.

🔧 my tools

Years of Experience





my projects

Your News - Microsoft Xbox One News App

Winter 2017 • UX Design

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 an app for the Xbox One game console that played video news content from MSN News. 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 shipped and became available on the Xbox Store 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 launched in late 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! I hope to hear from you soon.