Alexander van Stralendorff
Creative Designer & Developer

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512-271-0927

Experience

Xcite Interactive / Creative Lead & Assistant Technical Producer

JUN 2019 – JAN 2021

Created written guides and documentation for Xcite program alongside training videos for client on-boarding. Direction over Xcite brand design, user interface, and user experience for web and mobile applications.

Collaborated closely with clients to produce visual theming and assets that align with client company's brand-guide. Managed engagement metrics with live services and utilized AWS for testing purposes.

Versus Systems / Creative Designer

JAN 2021 – JUN 2021

Created wireframes, prototypes, and high-fidelity designs for web and mobile applications. Collaborated closely with backend and frontend engineers.

On-boarded and trained new-hires to understand design principles and software intention. Reduced user friction through iterative improvements based on quality assurance data.

Third Drive / Design Consultant & Developer

JAN 2021 – AUG 2024

Worked directly with clients to create new landing pages and optimize SEO. Created business logos and brand identity guides that fit clients' vision. Designed and updated various advertisements based on Google Analytics.

Freelance / Graphic Designer & UI/UX

JUN 2024 – Present

Delivered end-to-end design for client websites, dashboards, or apps. Created branding assets, UI kits, and responsive layouts. Improved client conversion rates or engagement metrics through UX optimization.

Summary

Multidisciplinary creative and developer with strong experience in visual design, UX/UI, and front-end development. Skilled in working with developers, QA teams, conducting user research, and delivering production-ready assets and responsive designs.

Certifications

CS50 Intro to Computer Science

2020 – David J. Malan – Harvard

Discovering Godot Game Dev

2020 – Ben Tristam – Udemy

Core Skills

Wireframing · Prototyping · User Testing · Quality Assurance · SQL · Accessibility · Communicative · Detail Oriented · Interaction Design · Brand Development · HTML/CSS · JS · React · Python · Illustration

Tools

Figma · Adobe Creative Suite · Miro · Notion · Jira · AWS · Git · Godot Engine · Clip Studio Paint · Power BI · Zeplin · Blender