

# ALEX KAUFFMAN

Product designer

## EXPERIENCE

### > Hook

Designer • Jan 2023 - Present

**Created:** Display Banners, Websites, Landing Pages, Email Assets, Templates, Experiential Assets, Video & Animation Storyboards, Iconography, and Illustrations

**Clients:** Color

JR Designer • Nov 2021 - Jan 2023

**Clients:** Color, YouTube (YouTube Kids, Youtube Supervised Experience, Brandcast), Amazon Amp

### > Instrument

Design Intern • June - Aug 2021

**Created:** Websites, Landing Pages, and Campaign

**Clients:** Google (Google Creator, Sustainable, Google News Initiative)

### > Punchcut

Design Intern • June - Aug 2020

**Created:** Websites and Landing Page

**Clients:** Amazon(AWS Jupyter notebook), Visa

### > Quickbase

Design Intern • June - Aug 2019

**Created:** Banners, Websites & Landing Pages, Custom Iconography, and Spot Illustrations

**Clients:** Internal Team Projects

## ACTIVITIES

Photography      Saber Fencing

## CONTACTS

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ALEX-KAUFFMAN.COM

## EDUCATION

### > Rochester Institute of Technology

Bachelor of Fines Arts • 2021  
GPA 3.68 : Magna cum laude

**Major:** New Media Design

**Immersion:** Advertising and PR

## SKILLS

### > Design

UX/UI Design	Prototype
Visual Design	Wireframing
Workshops	Researching
Typography	Front-End Dev

### > Software

Figma	Principle
Illustrator	Photoshop
InDesign	After Effects

### > Programing

HTML/CSS	Python
Javascript	jQuery

### > Languages

English	ASL
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