

# ALEX GOHOREL

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## SUMMARY

Detail-oriented developer and designer with 7+ years experience across a broad set of technical and creative practices. My diverse experience and passion for exploring the intersection of technology and design has enabled me to blend into a variety of roles and quickly get my hands dirty solving problems. I have extensive experience working remotely as well as with a team, and I can adapt and excel in either environment.

## SKILLS

Adobe Suite  
Responsive Design  
Graphic Design  
Branding

Javascript (ES6)  
CSS3  
HTML5  
SASS/SCSS

React.js  
Processing/p5.js  
Node.js  
Express

MongoDB  
Electron.js  
Git  
Bash/Powershell/CMD

## EXPERIENCE

### Web Developer & Graphic Designer

#### Freelance, May 2018 - Present

- Conceptualize, design, and develop websites and landing pages
- Assist clients with developing brand messaging and visual identity
- Design logos and other brand assets
- Deploy websites and assist with domains and configuration

### Design Manager

#### TufAmerica, Sep. 2012 - May 2018

- Coordinated the design, manufacturing, and promotion of merchandise
- Designed physical merchandise, digital advertisements, flyers, etc.
- Managed freelance audio engineers and graphic designers
- Developed product management tracking system that greatly improved organization
- Developed a custom database application to replace legacy software
  - Dramatically increased speed and feature set
  - Wrote 50+ pages of technical documentation
  - Conducted QA trials and implemented feedback in final design
- Developed automation tools to improve staff efficiency
- Improved company productivity suite by leveraging cloud based tools for easier collaboration

### Founder

#### Outlier Recordings, Sep. 2010 - Sep. 2018

- Established and executed the company's business, sales, and marketing plan
- Directed the design and production of all releases and physical merchandise
- Designed and maintained company website
- Built and maintained relationships with industry professionals, publications, curators, etc.
- Organized, booked, and directed events, concerts, and festivals
- Negotiated and executed licensing agreements