

Alejandra Luaces-Riera

@alejandraluaces

(813) 514-5275

aluacesr@gmail.com

2014-PRESENT

DESIGNER

Table XI Partners, LLC

My responsibilities at Table XI include UX, visual design, art direction, and front-end implementation. I am helping to establish and shape the nascent but formidable design practice at Table XI, driving our creative vision as a whole. I worked to increase TXI's visibility through community outreach and engagement, especially by hosting and teaching with Girl Develop It! in our office space. By introducing and focusing on logo and icon design; illustration and hand lettering; and art installations I helped expand TXI's offerings. I have also been a part of numerous UX/Design Kickoffs and Inception meetings, providing deliverables like heuristic analyses and style tiles.

Reference | Josh Golden, CEO
josh@tablexi.com

2013-2014

LEAD DESIGNER

Food Genius, Inc.

Transitioning from a new startup to becoming a leader in food data, Food Genius needed to bring attention to the importance of design in their business and products. From facilitating brainstorming sessions with leadership, to building and deploying the marketing site and maintaining the application, I strengthened Food Genius' presence within the food data industry, won over new clients, and continuously provided value for existing ones.

2013-2014

LEAD DESIGNER

Real Digital Media, Inc.

I converted big-name fast food clients from antiquated Flash digital menuing to far more modular, semantic HTML, CSS, and JS systems.

Reference | Gavin Stark, CTO
gstark@realdigitalmedia.com

2012

UX APPRENTICE

8th Light, Inc.