Alex Fresneda-Castano

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I'm a design engineer currently designing and managing digital products at Backslash Build. If you've got time, you can head over to my website (fres.fyi) to learn more about me and my projects.

EXPERIENCE

Backslash Build (Mar 2020 - Present)
Product Manager and Designer

Currently managing and designing web and mobile apps. Working directly with clients, which range from established UK companies to early-stage startups.

Bath Entrepreneurs Society (Jun 2019 - Mar 2020)
Head of Innovation

Advised students with business ideas. Organised Launchpad 2020, the main Hackathon at the University of Bath. Started conversations for a makerspace and accelerator programme at University.

SAIC Motor Technical Centre UK (Sep 2017 - Aug 2018)
Advanced Engineering Intern

Researched the use of VR for concept cars' visualisation. Carried out vehicle packaging feasibility studies. Managed an intern project to electrify a conventional vehicle.

Highland Clothing (May 2014 - Sep 2015)
Co-founder and Designer

Co-founded a clothing brand. Designed and sold original clothes during High School.

EDUCATION

University of Bath, Bath, UK (2015 - 2020)
MEng Integrated Design Engineering

Ramiro de Maeztu, Madrid, Spain (2013 - 2015)
International Baccalaureate

RELEVANT PROJECTS

Notes App (May 2021)
Built a notes app for personal use with React, Quilljs, Firebase and Electron.

Basico (Feb 2021 - Present)
Basico builds minimal iOS apps. Built a weather app, a memory game, a birthday reminders' app and a habit tracker.

Espacio Jam Website (Jan 2021)
Designed and built a React website for Espacio Jam, a Spanish podcast about basketball and movies.

LINKS

🌐 fres.fyi →
🏀 dribble.com/alexfresneda →
🐙 github.com/alexfresneda →

SKILLS & TOOLS

Product Design, UX/UI
Figma, InVision Studio, Figjam, Miro

Web Development
Webflow, HTML, CSS, basic JS and React

iOS Development
SwiftUI

3D Design
Autodesk Fusion 360, Catia V5

Other
Matlab, Arduino, rapid prototyping, sketching

COURSES AND CERTIFICATES

Human Computer Interaction I (2021)
by Georgia Tech (edX)

100 Days of SwiftUI (2020 - 2021)
by Hacking with Swift

Design Thinking (2019)
by frog design (LinkedIn Learning)

Brand Strategy for Designers (2019)
LinkedIn Learning

CHALLENGES

DailyUI (2021)
Uploaded a daily UI design to my dribbble account for 100 days.

LANGUAGES

Spanish (native speaker), bilingual English and advanced German (2015 Goethe-Zertifikat C1)

SPORT

Basketball
Awarded MVP of University of Bath 1st Team in 2020 and Best Defensive Player in 2019. Previously played at the academy of Estudiantes, a professional Spanish team.

MUSIC

Guitar
Enjoy playing guitar and writing songs. Recorded a live album with my dad and his friends.