

# ALEX LINEK

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## CONTACT

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hello@alexlinek.com  
alexlinek.com

## SKILLS

### Web & Graphic Design

branding & identity, user interface design, infographics, digital illustration

### Adobe Creative Suite

Illustrator, Photoshop, InDesign, XD

### Front-end Development

HTML5, CSS3, Sass/LESS, WordPress, PHP, JavaScript, jQuery, D3.js

### Version Control & Project Management

Git, GitHub, Bitbucket, JIRA

### Digital Marketing

SEO best practices, Google Analytics, Microsoft Office, copywriting & editing

## EDUCATION

### Fontbonne University

Class of 2013

### BFA, Graphic Design

Advertising Minor  
Web Development Certificate

## CERTIFICATION

### Data Visualization

University of Illinois at Urbana-Champaign  
September 2018

## PROFESSIONAL EXPERIENCE

### Brevity

#### Web Designer & Developer

May 2016 - Jul 2018

Core member of a small, collaborative team creating digital marketing experiences with a focus on building feature-rich, responsive websites. Developed 15+ custom sites on WordPress, all of which measurably improved performance and conversion while adhering to a detailed creative brief. Streamlined and documented our development process. Key collaborator on award-winning branding and site development recognized by AIGA, Awwwards, CSS Design Awards, and more.

### Freelance

#### Web Designer & Developer

Jan 2016 - Oct 2016

Contract or consulting opportunities that varied in scope. Handled all aspects of client communication and project management. One project included the creation of strategy, branding, content, social media, and a website for a small local business. Resulted in a 22% increase in leads, partially due to new contact form submissions.

### Draw It To Know It

#### Front-End Developer

Jan 2015 - Nov 2015

Website redesign and branding refresh for an educational software startup in the medical sector. The new site accommodated over 10 new product initiatives and included several key enhancements to the learning tools, user controls, and site architecture that led to a more elegant and intuitive user experience.

### Agape Construction

#### Creative Director

Mar 2010 - Dec 2014

Spearheaded marketing initiatives and produced all print & digital materials for a local construction company. Initiated and led a complete website redesign and build. The new responsive design helped increase mobile traffic by over 200%.