Alex Logsdon

Technical writing: **github.com/alexlogsdon**
Information design: **alexlogsdon.com**

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SUMMARY

I'm a thoughtful writer and designer who makes complex information more human.

WORK EXPERIENCE

Experience Designer • *Jack Rouse Associates • Cincinnati, OH • Aug 2018–July 2020*
- Translated research and subject matter expert knowledge into museum and brand experiences for general audiences.
- Wrote experience outlines to keep interdisciplinary design teams on track.
- Synthesized and communicated the design team's ideas by creating informative diagrams and presentations. This resulted in productive discussions between clients and designers.
- Thoughtful participant in client workshops and presentations, resulting in clients feeling heard.

Exhibit Design Co-op • *Gallagher & Associates • Silver Spring, MD • May–Aug 2017, Jan–April 2018*
- Analyzed ambiguous diagrams to understand their meaning and redesigned them to ensure accurate and clear communication for museum guests.
- Worked with scripts and collaborated with content developers to shape museum exhibit stories.

Information Design Co-op • *Juice Pharma • New York, NY • Jan 2016–April 2016, Aug–Dec 2016*
- Designed icons and diagrams to communicate technical pharmaceutical concepts.
- Distinguished between consumer and physician audiences to determine communication needs.
- Followed brand guidelines and updated old styles.

EDUCATION

University of Cincinnati • *College of Design, Architecture, Art, and Planning • Cincinnati, OH*
Bachelor of Science in Communication Design
Minor in Psychology (cognitive and educational focus)

PERSONAL PROJECTS

Dating Profiles for Humans • How-to workbook • *Oct 2020–Present*
- Conceptualized, wrote, designed, and edited a digital workbook. It walks online daters through the process of writing a dating app profile.
- Maintained a conversational and relatable tone along with clear, informative instructions.
- Crafted the copy, structure, and visual design to work together seamlessly.
- Conducted user tests at various stages of development.
- Currently developing written and video content to drive topical conversation online.

SKILLS

Analytical & creative skills
- Information analysis & synthesis
- Information organization
- High reading comprehension
- Substantive editing & copyediting
- Concept & content development
- Design systems & stylesheet creation
- User testing

Soft skills
- Constructive & empathetic feedback
- Clear written communication
- Facilitating creative collaboration

Technical skills
- HTML, CSS, & Markdown
- Adobe Creative Suite
- Video & screenshot editing tools

Some experience with…
- GitHub & git
- Visual Studio Code
- Static site generators
- Command line tools