Alex Perfetti

Visual Designer & UX/UI Thinker

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Future url for portfolio coming week of March 13

SUMMARY

UI designer with an extensive background in visual design. Trained in user experience and user interface through the University of Minnesota I'm skilled in prototyping and front-end coding. Passionate about making the online experience rewarding. Adobe power-user with more than 25 years of print design resulting in a wide-variety of marketing material. Strengths include work efficiency, user research, information architecture, communication and satisfying the end user.

PROJECTS

White Bear Area Food Shelf Responsive Website & Mobile Redesign

Lead team during UX research and UI implementation of desktop and mobile redesign. Tasks included running the kanban, user interviews, competitor analysis, UI style guide, low, mid and high fidelity prototyping. Here is where the link the project will go when completed.

City of Northfield Website Redesign

With an emphasis on the User Interface, I performed several rounds of usability tests, and iterations of a website that needs to provide a lot of information and based on research did so confusingly. Skills implemented during the sprint include Figma prototyping, color accessibility tools, branding, and final presentation. Here is where the link to the project will go when completed.

National Recognition Products Class Ring Implementation of Obsidian Family

Provided visual leadership of this revenue generating campaign with heavy use of Photoshop and Illustrator to create a new design of class rings. Created original art files for the print and the website and adjusted more than 100 existing rings to current years to stay relevant. Applied new imagery to content management system for a new online presence. https://nrprings.com/

SKILLS

Applications: Skilled in Adobe Creative Cloud, with an emphasis in InDesign, Acrobat, and Photoshop, proficient in Mac & Microsoft platforms, Figma, Premier Pro, and knowledge of front-end coding using Visual Studio and Github. **Soft Skills:** Strong team communication skills, project multi-tasker, critical thinker, analytical problem solver, and flexible mindset.

EXPERIENCE

UX/UI Design • University of Minnesota Bootcamp 2022 - 2023 • Minneapolis, MN

Thorough User Experience and User Interface process resulted in case studies that delivered human-centric results. Used proto-typing tools and front-end coding that featured HTML, CSS, java script, and bootstrap.

- Led and participated in several sprints resulting in 10 minute presentations of well-received final case studies.
- Enhanced websites while providing solutions to what users wanted using a variety of research methods including interviews, data research, competitor analysis, heuristic evaluations, accessibility compliance, feature prioritization matrix, personas, user testing and prototype iterations.

Art Director/Visual Designer • Taymark/Taylor Corp 2014 - present • White Bear Lake, MN

Implementation of visual design from concept to completion of high-end business-to-business catalogs and a wide range of print and web marketing materials and imagery.

- Lead designer and responsible for visual branding of more than 700 pages of materials a year for several brands including PaperDirect, It's Elementary, Andersons, National Recognition Products.
- Created more than 1,000 alternative images for websites and amazon to help increase sales.
- Created dozens of videos using Adobe Premiere Pro to enhance best selling product lines and used Google Analytics to research data to improve ecommerce landing pages and product categories.
- Researched and implemented a flip-book method for catalog enhancement during pandemic to increase sales.

Freelance Visual Designer 2003 - present • White Bear Lake, MN

Work with small businesses for print and web design.

- Collaborated with marketing managers to create print-ready materials for state of the art medical equipment at ThermaSolutions.
- Worked with business owners to conceptualize websites for small businesses like a veterinarian office, a wedding performer and an auto shop. Also created logos for small businesses.
- Designed and laid out cover concept and pages for a published book called *Little Deuce Coupe* for Quad publishing.

Graphic Designer/Production Artist • St. Paul Pioneer Press 1999 - 2014 • St. Paul, MN

Heavy graphic design production with tight deadlines and fluid processes.

- Worked on a 6-month team of 7 members to streamline multi-departmental processes at large daily newspaper resulting in a streamlined work-force and elimination of hundreds of redundant processes. Earned Team of the Year award.
- Was lead designer of the publication that produced 30-50 advertisements a day.
- Responsible for page count, section sizes, press configurations and mediated between advertising and editorial departments.

Writer, Editor & Photographer • Oakdale Clarion Newspaper 1997 - 1999 • Oakdale, MN
- Jack of all trades publishing weekly newspaper with an emphasis on interviewing, AP style writing and layout.

EDUCATION

University of Minnesota Bootcamp • UX/UI Certificate

Century College • Web Design Certificate

Minnesota School of Computer Imagery • Graphic Design Courses

Minnesota State University - Mankato • B.S Degrees in English & Mass Communications