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| Alex Hopkins  Bristol, United Kingdom · Portfolio: **alexrehopkins.github.io**  [alexrehopkins@gmail.com](mailto:alexrehopkins@gmail.com) · [www.linkedin.com/in/ahop](http://www.linkedin.com/in/ahop) |
| A digital creative with a hunger for creating immersive, intuitive and interactive experiences. I’m looking for an insight led team where we can realise complex ideas together and fine-tune a core experience as part of an agile development team. |

# Experience

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| November 2021 to presentSenior Connected Experience DesignerDyson – Digital Technologies team Delivering the connected MyDyson app designs for audio Dyson products in an agile team. Led the design of the Dyson OnTrac headphones app and currently working in the audio innovation team on future app experiences by conducting user research and proposing new technology design solutions. Rethinking UX delivery as a key leader in the DT Design Operations team. |
| July 2021 – September 2021UX DesignerThe Big Sleep Company UX Consultation of a course-based online B2C service. Profiling user groups and creating a marketing plan & a prototyped mobile app. Analysing areas of attrition and new opportunities. |
| June 2021 – September 2021Visuals DirectorPanacea LIVE team - Bristol Beacon 2021 Overseeing the artistic direction of the Panacea event as part of the Prevail 2021 festival at Bristol Beacon. Developing the promotional website and branding material for the live event. October 20 – June 21UX DesignerIC Visual labs Designing the branding of the Critical Eye education tool as part of a cross-functional agile team. Prototyping and supporting delivery of the tool. Led the creation of education assets and media. January 20 – July 20UX/UI DesignerFruto Collaborating with Fruto to design a mobile social media platform for use in care. Researching into user groups and necessary risk assessment involved with targeting vulnerable users in care. October 19 – October 202d motion design & Javascript developerSAM APP for anxiety - CodeWest Developing interactive meditative tools and 2D self-help animations for use in the SAM-APP anxiety app. Delivering mobile first assets and interactive tools for use in the web-app. |

# Education

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| Bachelor of science in Digital media 1:1university of the west of england  * Department of Computer Science and Creative Technologies * Relevant Coursework: The Burning Reef immersive digital experience project. * Intern for Web development and image based machine learning AI. * User Experience mentor |

# Skills

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| * User-centred design * Prototyping & Technical Software Demos * Animation, video editing & 3D mock-ups | * User research & trialling * Full Adobe Suite (Creative Cloud) * UK Driving license |

# Activities & Interests

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| * Modern board games * Creative writing | * Animation and art * Nature walks |