



# ALEX SISAN

Digital Product Designer



Ferring, BN12

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## PROFILE & APPROACH

For the past six years, I have been designing digital products, gaining a solid foundation in the principles of visual design and interaction design. I'm a creative thinker who loves solving problems, challenging my creative boundaries, researching and designing products with the user experience at the heart of every project. I have been fortunate enough to work alongside pioneers in the industry, developing my theoretical understanding of user experience. I always embrace a challenge whether working as part of a team or individually.

## EDUCATION

### Bournemouth University 2013 - 2017

*BA Hons Digital Media Design with placement year*  
First Class Honours

As part of the degree, I was open to a wealth of theoretical and practical elements of design. In my final year I designed, developed and built an IOS app - Boozebible.

### Brighton & Hove VI Form College 2009 - 2011

*A Levels*  
Media Studies, Business, ICT & Psychology

### St. Andrews High School 2005- 2009

*GCSE*  
10 A - C (Including Maths and English)

## SKILLS

Usability testing  
Responsive web design  
App design  
User journey creation and optimisation  
Concept and innovation generation  
Wireframes and interactive prototypes  
Sketching and paper prototyping

## EXPERIENCE



### Creative Intern

*Clearleft, November 2017 - April 2018*

As part of my Clearleft internship, I have had the ability to expand my theoretical understanding of user experience and put my skills into practice. I was a member of the team responsible for designing the customer experience for UX London & Leading Design. We covered all touchpoints, including marketing channels, website and the event itself. I played a significant role in conducting guerilla user testing for Greater London Authority as well as participating in Design Sprints for Virgin Atlantic, where the focus was to help Virgin Atlantic create a more Virgin-Like help centre.



### Freelance Digital Product Designer

*alexsisan.co.uk, June 2011 - to date*

Since 2011 I have worked on a variety of projects from visual design, brand development, user research and web design for small businesses with the user being the heart of every project. Most recently, I was commissioned to build a startup company's brand from the bottom up- Ashley James Meat Company. I worked closely with them to design the logo, establish a brand identity and prototype plus design & develop their website. We also established a tone of voice for the company's presence on social media.



### Marketing Assistant (Design)

*Lawrence Harvey, July 2015 - June 2016*

As part of my degree, I did a year in industry. I was given the opportunity to solely own the design aspect with the supervision of the Group Marketing Manager. My main achievements were the design and development of two websites for the group's subsidiary companies (Harper Harrison & Piper Maddox) as well as the development of the Tom Glanfield's (CEO) personal website. I single handedly designed & developed these websites, with a focus on the target audience while taking into account the needs of the stakeholders.