



FRANCISCO ALEXANDRE

DIGITAL DESIGNER

 www.falexvidal.com

 behance.net/falexvidal

 www.linkedin.com/in/falex

ABOUT ME

Digital Designer who seeks to combine creative ideas with user-centered needs by delivering, measuring and refining valuable solutions in a continuous process of improvement and learning.

SOFT SKILLS

Creative

Flexible

Responsible

Quick Learner

Interpersonal Communication

Able to Operate Under Pressure

Adaptable

Efficient

WORK EXPERIENCE

2017

Cearáportos, Brazil
Brand Designer

- Designed digital media campaigns.
- Established Cearáportos digital presence to boost brand awareness.
- Maintained a strong online presence through social media.

2012-2016

Instituto Atlântico, Brazil
UX / UI Designer

- Contributed to projects for companies such as HP, LG and Dell.
- Advocated for user-centered research methodologies.
- Prototyped and implemented user interfaces (wireframes to HTML).
- Designed and ran usability tests for desktop and mobile platforms.

2008-2012

Banco do Nordeste, Brazil
Interaction Designer

- Developed award-winning endomarketing campaigns and educational games.

EDUCATION

2017 (Attending)

Seneca College, Canada | Diploma
Interactive Media Design

- Post-Secondary Degree.

2007-2009

Universidade Estácio de Sá, Brazil
Digital Design

- Post-Secondary Degree.

HARD SKILLS

Photoshop



Illustrator



InDesign



Premiere



After Effects



HTML5



CSS3 / SASS



JQuery



GitHub



Wordpress



User Research



Personas



Wire / Prototyping



Usability Tests



Invision App



Office Suite



Sketch



Agile

