

JAMES ALAFRIZ

UX DESIGNER / INTEGRATED CREATIVE (HE/HIM)

CONTACT

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PROFILE

I am an integrated user experience designer and creative with applied experience in a variety of creative positions. My user-centred approach facilitates solutions to a wide variety of project objectives and I thrive in the problem solving process. A resolute people-first team player who is energized by the success and growth of everyone in both my professional and personal life. Perpetual self-learning and improvement are part of my makeup.

EDUCATION

UNIVERSITY OF TORONTO

UX/UI Bootcamp
Completed 2023-03

GEORGE BROWN COLLEGE

Graphic Design Diploma
Internet Technology Certificate

RYERSON POLYTECHNIC UNIVERSITY

Business Management Program /
Economics

SKILLS

User-centred design / User experience design
(user research, wireframing, user testing, prototyping, UI design, responsive web design, information architecture, interaction design, analytics)

Creative Problem Solving / Critical Thinking

Motivational Leadership & Mentorship
(people-first philosophy, applied empathy, personal & professional growth)

Art Direction
(video shoots, storyboarding, video editing, photo shoots, ad campaigns, marketing materials)

Applied Design Knowledge / Fundamentals
(typography, illustration, photography, color theory, corporate identity)

Branding / Brand Guidelines
(implementation / development)

Motion Graphics
(storyboarding, editing)

Client-facing presentations

Project / Account Management / Budgeting

Adobe Creative Suite
(Photoshop, Illustrator, InDesign, Premiere, After Effects)

Figma

HTML / CSS / Javascript

Microsoft Office Suite

PROFESSIONAL EXPERIENCE

CREATIVE DIRECTOR, CHIEF COMPLIANCE OFFICER (CCO)

Grizzle Media / Grizzle Investment Management | 2017 - Present

- Team lead for Creative Department and multidisciplinary
- Creative lead for usability, responsive web design, video, social accounts, infographics, editorial & print projects
- Hire and manage both in-house, freelance talent (Creative & IT)
- Build, manage & maintain relationships with vendors
- Account and budget management for all projects
- CCO for the GRZZ ETF (launched December 2021 on the NYSE)

ART DIRECTOR

LPi Communications | 2013 – 2017

- Creative lead & client presentations for advertising, marketing projects & responsive web design for Coca Cola, Kraft, Keurig, Old Dutch, Hockey Calgary (print & digital)
- Oversaw production team, collaborated with social and accounts teams
- Client presentations

COURSE INSTRUCTOR

The Training Company | 2011 – 2013

- Created and led instructional courses for design & Adobe CS
- 100+ students passed/certified under my tutelage & mentorship

SENIOR DESIGNER

BStreet Communications | 2008 – 2010

- Collaborate with Creative, Production & Account teams to develop projects from concept through production (print & digital)
- Client-presentations for pitches and creative concepts
- Clients included Coca Cola, Weston Foods, Corby, Kinder & Ferrero

CREATIVE DIRECTOR

Sagemedica | 2001 – 2007

- Creative Department Team Lead
- Clients included Pfizer, Roche, Amgen
- Led and collaborated with creative team to design and develop projects from concept through production (print & digital)
- Client presentations for pitches and creative concepts
- Oversaw production and on-time approval/delivery of final layouts/proofs
- Liaise with Account Managers, in-house staff, freelancers and suppliers