

# RAHUL ALEXANDER

UX / UI Visual Designer



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## WORK EXPERIENCE

2016 - Present

Web & Print Designer (Contract) **Korea Art Forum**

- » Layout and design of exhibition related publications & catalogs
- » Design and preparation of development packets and marketing materials
- » Creation of Bi-lingual website, related graphics, and subsequent content updates

Jan - April 2017

User Experience Design (Pratt UX/UI) **DNAinfo**

- » Conducted User Research and Analysis to inform potential skill sharing application for DNAinfo
- » Related wire frames, journey maps, and artifacts leading to prototype development

June - August 2016

Graphic Designer (Contract) **Jamaica Flux 2016**

- » Design and production of 182 pp. Jamaica FLUX 2016 Catalog
- » Overall Design of marketing and branding materials including banners, wall text, invites, and takeaways
- » Creation of exhibition website using WordPress & HTML / CSS to archive and promote Jamaica Flux artists, projects and writings

2015 - 2016

Visiting Instructor, **Pratt Institute**

- » Led a weekly group of 15 + students on media editing as part of the 4D Foundation (time-based digital media)

2013 - 2016

Part-time Lecturer, **Parsons School of Design**

- » Instructed bi-weekly group of approx 15 students in Integrated Design/Theory and Practice curriculum

## SKILLS

-----DESIGN-----

Photoshop / Illustrator / Indesign / After Effects

Premiere / Audition / Bridge / Indesign

Sketch App / Balsamiq / InVision

-----PROCESS-----

User Research / Competitive Analysis

Wireframing / Prototyping

-----TECHNOLOGY-----

HTML / CSS / Javascript / JQuery / Bootstrap

Wordpress / Responsive Design / Git

## EDUCATION

2017 Certificate UX / UI Mobile Design, Pratt Institute

2016 Web Development Immersive, General Assembly

2012 MFA Fine Arts (With Honors), Pratt Institute

2001 BFA Studio Art, Tufts University

## MEMBERSHIPS

Member, American Institute of Graphic Arts

Member, College Art Association

## About Me

I have a background in freelance design and arts education and am seeking full-time or contract work within the design and tech fields. I enjoy working with digital media, light front-end development, and UX process and am in my element designing style guides, marketing materials, wireframes, user journeys, or presentations. I have a keen interest in exploring the space between brand, product, and rich media experiences.

References on Request