

# RAHUL ALEXANDER

UX / UI Visual Designer



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## WORK EXPERIENCE

2016 - Present

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

*Korea Art Forum is a New York based non-profit led by a group of artists and peacemakers with the mission of bridging regional differences through arts and culture.*

- » 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**

*DNAinfo is New York's leading neighborhood news source and is starting a neighborhood-centric freelancing tool for its users. In this tool, neighbors can exchange or hire someone.*

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

June - August 2016

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

*Organized by Jamaica Center for the Arts and Learning Jamaica FLUX bridges partnerships between artists, businesses, and local communities to commission public works throughout the summer in Jamaica, Queens.*

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

2013 - 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, a project-based introduction to nonlinear editing tools and web technologies.*

## SKILLS

.....DESIGN.....

Sketch / Photoshop / Illustrator / Indesign  
After Effects / Premiere / Audition / Bridge  
Indesign / Balsamiq / InVision

.....PROCESS.....

User Research / Competitive Analysis  
Wireframing / Prototyping

.....TECH.....

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, 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 as a freelance designer and arts educator and am seeking full-time or contract work within the design and tech fields. I enjoy working with digital media, information architecture, and UX process. I am in my element designing style guides, UI elements, wireframes, user journeys, or presentations. I have a keen interest in exploring the space between brand, product, and engaging web experiences.