

RAHUL ALEXANDER

UX / UI Designer

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EXPERIENCE

Digital & User Experience Designer **Korea Art Forum**

Development of exhibition website and fine arts prints to highlight diplomatic and peacebuilding efforts by Korea Art Forum for display at the United Nations Church Center

- » Establish requirements, features, and wireframes leading to functional prototype
- » Prototype build-out using HTML, CSS, Javascript & related technologies

User Experience Designer **DNAinfo** (Pratt UX/UI Case Study) 2017

User research moving towards wireframes & prototype for DNAinfo's possible "for-hire" feature which would connect local freelancers to one-another for an exchange of services

- » Conducted user interviews, persona generation, and competitive analysis
- » Illustrated journey map based off of research and related artifacts to indicate pain-points and potential opportunities to improve overall user experience
- » Generated user flows, sitemaps, and low to high-fidelity wireframes
- » Created a click-through prototype using Invision

Web & Print Design (Freelance) 2009 - Present

Working with individual businesses and nonprofits to convey brand and message through the development of production-ready websites, publications, and marketing materials

Selected Clients: NurtureArt Non-Profit, Storefront Ten Eyck, BroLab

- » Wordpress web design and layout, media optimization, content updates
- » Publication design and layout, image preparation & light retouching
- » Production and design of advertisements for print and online distribution
- » Video editing and optimization for the web

Graphic Designer (Contract) **Jamaica Flux 2016** June - August 2016

Working in collaboration with the curators at Jamaica Center for the Arts and Learning to design and produce all materials related to the 2016 Jamaica Flux exhibition series

Delivered:

- » Responsive exhibition website developed using WordPress to feature writings and projects from the current and three prior iterations of Jamaica Flux
- » Catalog (182 pp.) featuring critical essays, documentation, and project spreads
- » Event map, formatted web graphics, exhibition signage, and invites

Visiting Instructor, **Pratt Institute** 2015 - 2016

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

Part-time Lecturer, **Parsons School of Design** 2013 - 2016

Instructed a bi-weekly group of approx 15 students in Integrated Design/Theory and Practice curriculum, an introduction to nonlinear editing tools and web technologies

ABOUT

I am a designer, strategic problem-solver, and expert media editor, with in-depth knowledge of modern web development and UX process. My background is in web & print design and education, and I seek full-time or contract work within the digital design and tech fields. My goal is to help shape great brands and products by crafting compelling human-centered user experiences.

SKILLS

...DESIGN.....

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

...TECH.....

HTML5 / CSS3 / Javascript / Git
jQuery / Bootstrap / Wordpress
Responsive Design

...PROCESS...

User Research / User Flows
Sitemaps / Journey Maps
Wireframes / Competitive Analysis
Persona Generation / Prototyping

EDUCATION

- 2017 Certificate UX/UI Mobile Design
Pratt Institute
- 2016 Web Development Immersive
General Assembly
- 2012 MFA Fine Arts / New Media
Pratt Institute
- BFA Interdisciplinary Art
Tufts University