ALESSANDRO FILIPPI

DIGITAL PRODUCT AND SERVICE DESIGN VETERAN
10+ YEARS OF EXPERIENCE / ENTERPRISE AND STARTUPS

You can't just ask customers what they want and then try to give that
to them. By the time you get it built, they'll want something new."

_ **Steve Jobs**

ABOUT _

I welcome every opportunity to apply innovative design solutions to elegantly solve complex problems while delivering insanely great products.

My mission is to help any team achieving their full potential by contributing to and delivering to market their product roadmaps to the best possible standards. I offer extensive experience working with cross functional teams, and deep technical understanding of all the necessary tools.

I have a proven track record of success in a start-up, scale-up and corporate environments, from delivering a single app to managing a global software ecosystem.

PROCESS _

Ideally double diamond in lean agile, compatibly with the maturity of the organisation and ways of working. Mapping stake holders, and working transparently in collaboration, sharing progress regularly and visually, allow for quality and speed in any context.

CONTACTS _

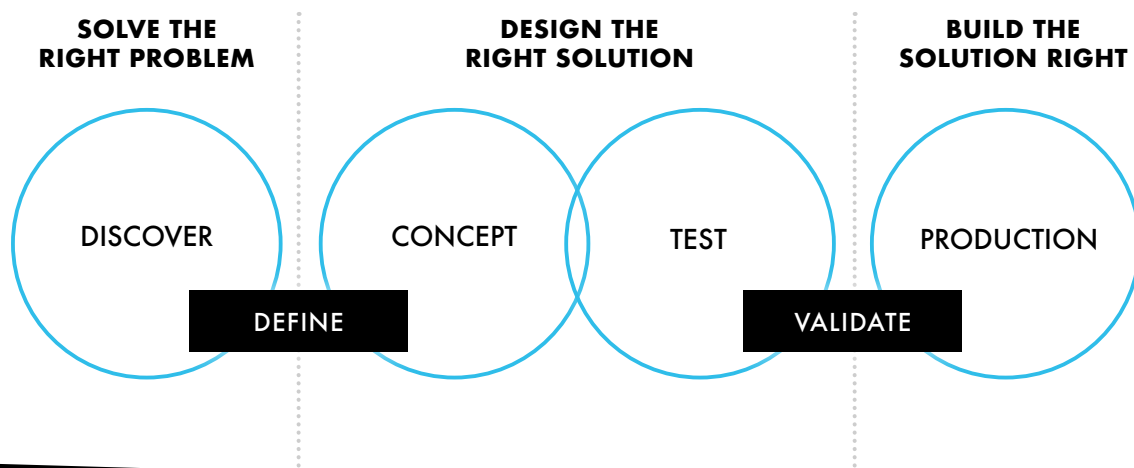www.linkedin.com/in/alefilippi83
www.interactionalex.com

SKILLS _

Agile / Lean / Startup / Enterprise /
UI / UX / Service design /
Design system management /
Visual design / Prototyping

EDUCATION _

M.D. Multimedia Communication
2011 IUAV, Venice, Italy (110/110)

B.D. Visual and Performing Arts
2008 IUAV, Venice, Italy (105/110

SOLVE THE RIGHT PROBLEM		DESIGN THE RIGHT SOLUTION		BUILD THE SOLUTION RIGHT
DISCOVER	CONCEPT	TEST		PRODUCTION
DEFINE			VALIDATE	

BP PULSE
LEAD PRODUCT DESIGNER

ASSESSING AND RE-SHAPING B2E, B2C AND B2B2C DIGITAL TOUCHPOINTS FOR EV CHARGING AT A GLOBAL SCALE. AN EXCITING NEW VERTICAL WITH A BIG FOCUS ON SUSTAINABILITY.

bp pulse is the electrification branch of bp (british petroleum), one of the world's largest integrated oil and gas companies.

The mission was to join the ranks for a handful of lead designers and look after the re-branding and re-imagining of all digital touch points. That includes the CPO (back office management tools, charger UI), eMSP (e-mobility provider B2C and B2B) App as well as B2B Fleet.

One of the main challenge was to create modular design approach that could be translated across all markets as part of an effort to eradicate fragmentation and inconsistencies across the platform.

Role

I was hired by the global head of design for electrification and given a small team to be embedded into several product pods, build up a strong user centred design culture and establish strong collaboration across department to streamline workflows and introduce agile design metodologies as one of the first in-house design leaders.

Very much a hands-on role, one of my strenghts. Had the opportunity to use VR, AR, and AI generative tools to speed up the process, sharing and testing our vision and manage risk while preserving quality.

DELIVERABLES

Visual design explorations, concept development, design system extentions, accessibility study, screen flows, AI assisted asset gen, screen designs, specs, high fidelity prototypes, light 3D rendering work
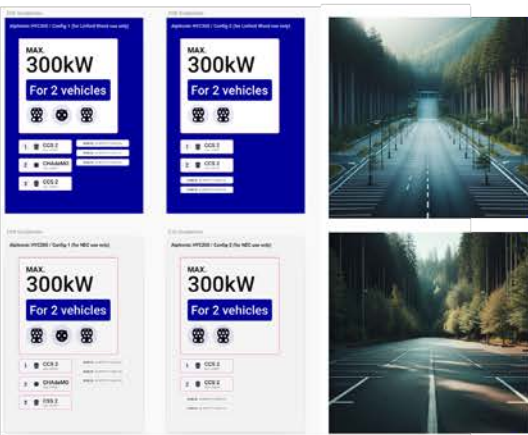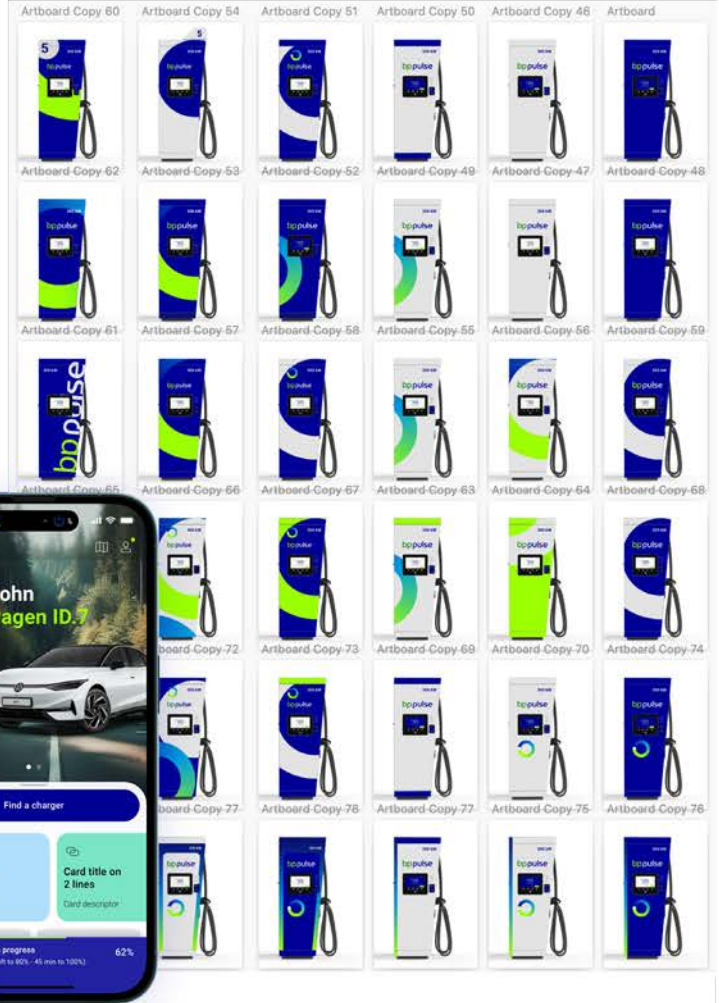
PLATFORMS

Responsive Web
Native iOS / Android / React
Custom third party chargers UIs
for HMIs / SOCs

SOFTWARE

Sketch
Adobe CC
MS AI tools (GPT 4, Dall-e)
Blender
Zeplin

App redesign and charger session screens early concepts

PLENTIFIC
HEAD OF DESIGN

B2B PROPERTY MANAGEMENT AND SUPPLY CHAIN ON A MASSIVE SCALE. SCALING UP A PRODUCT AND TRANSITIONING IT FROM B2C TO ENTERPRISE, FROM LOCAL TO INTERNATIONAL.

An awesome success story, pivoting from B2C into B2B and taking by storm the Property Management market in the span of a couple of years growing 10 fold. I was there when they were small, and I nurtured the product to where it is now, building up a team and help establishing from the product design perspective one of the most promising soon to be giants in the sector.

Role

• Working closely top execs to re-imagine the brand and product experience

• Envision, conceptualise and deliver new designs and ux flows for both consumer and enterprise application, for mobile and desktop

• Helping shape the process and introducing user centred design and agile into company culture

• Building up and managing a design team capable of delivering excellent solutions

• Training juniors and connect with marketing and technical teams to develop seamless integrations, marketing promotions and optimise conversion funnel, automated communication and engagement strategies
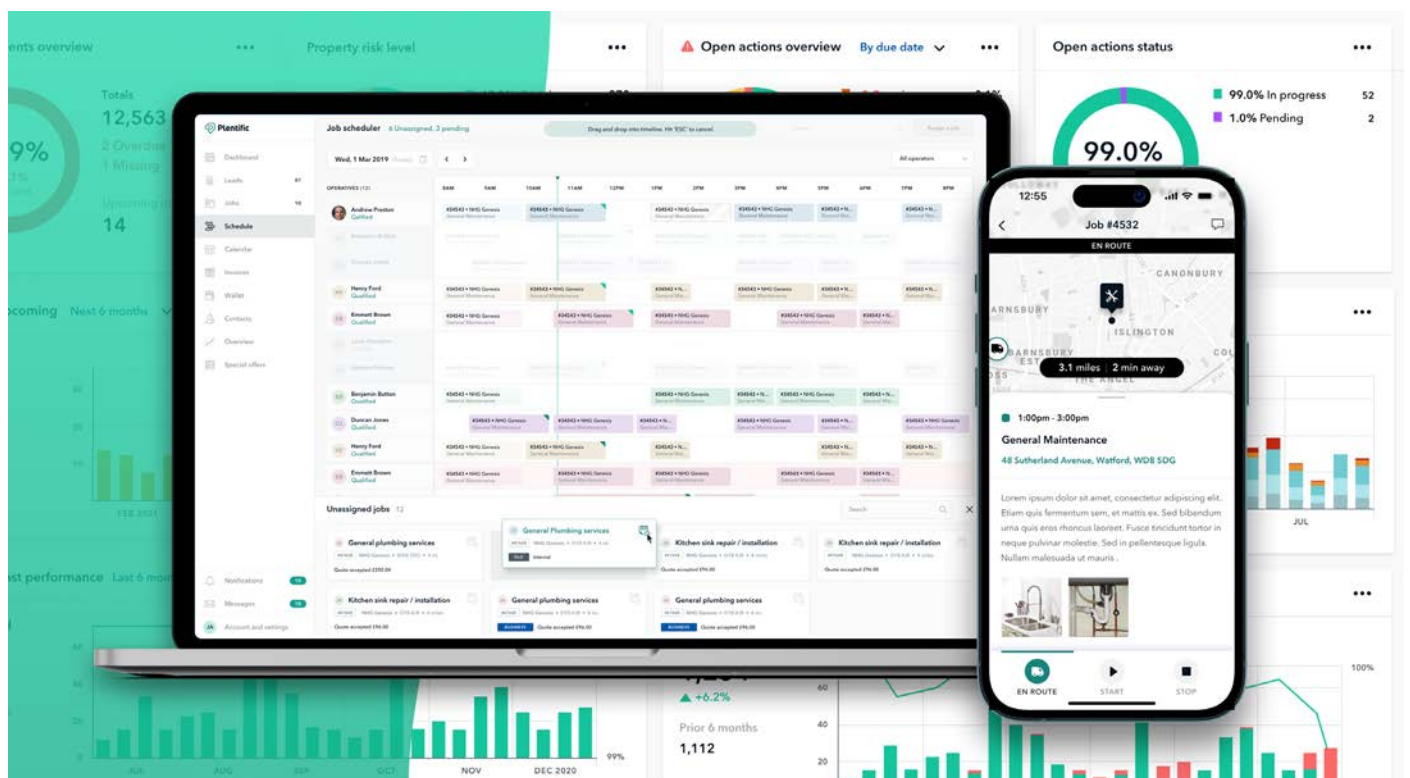
DELIVERABLES _

Service blueprint, UX Maps, user flows, wireframes, design system and guidelines, UI/UX designs, roadmap strategy, investor pitch deck support, product vision, high fidelity prototypes, design specs

PLATFORMS _

Responsive Web
Native iOS / Android

SOFTWARE _

Sketch / Figma
Photoshop CC 2018
Illustrator CC 2018
InVision

Colours

PRIMARY

The primary colour palette includes the two main colours used to identify the Client (Agent) and the Contractor (Pro).
The values: 30, 10, 5 are used for backgrounds and design elements as they don't meet the minimum required WCAG 2.1 compliant contrast ratios.
We use Client 100 and Contractor 100 for primary actions, buttons, and text links. In some cases, these colours are used for design elements that won't let the user perform an action.

Client 100 (agent default)	Client 30	Client 10 (background-dark)	Client 5 (agent background-light)

Contractor 100 (pro default)	Contractor 30	Contractor 10 (background-dark)	Contractor 5 (pro background-light)

SECONDARY

This secondary palette includes additional colours mainly used on tags and labels.

Blue Bright 100	Green Bright 100	Yellow 100	Magenta 100	Pink 100

Blue Bright 20 (background)	Green Bright 20 (background)	Yellow 20 (background)	Magenta 20 (background)	Pink 20 (background)

Purple 100	Beige 100	Orange Bright 100	Turquoise 100	Deep Purple 100

Purple 20 (background)	Beige 20 (background)	Orange Bright 20 (background)	Turquoise 20 (background)	Deep Purple 20 (background)

Deep Pink 100	Blue Grey 100

Deep Pink 20 (background)	Blue Grey 20 (background)

ATTENTION

The attention palette is used across the platform to indicate errors, updates, and statuses to draw attention to important information.
The 5 value must only be used as a background.
The success colour indicates a positive update or status.
The warning colour indicates pending items or it can let the user know when an action needs to be taken.
The error colour indicates to the user when an event is been rejected or events that require immediate action.
The Default is a neutral colour.

Success 100	Warning 100	Error 100	Default 100

Success 10	Warning 10	Error 10	Default 10

GREYSCALE

The greyscale palette is used across the platform for text, backgrounds, and design elements.
Grey 100 and Grey 70 are used for text, that meets WCAG 2.1 compliant contrast ratios.
Grey 50 and Grey 30 are mainly used for design elements across the platform.
The lower values: Grey 10, Grey 5, and Grey 3 are used for backgrounds.

Grey 100 (primary_text)	Grey 70 (secondary_text)	Grey 50	Grey 30

Grey 10 (background-dark)	Grey 5 (background-light)	Grey 3 (background-pale)

SHADOWS

Navigation	Cards	Buttons	Modals	Button nav

Typography

Type colouring guide

Ag	Ag	Ag	Ag	Ag	Ag	Ag	Ag	Ag
Primary / Header (Light BG)	Primary / Header (Dark BG)	Secondary	Tertiary	Disabled	Success	Error / warning	Link (Contractor)	Link (Inspector)

Headings

Heading 1
Avenir Next - 24px - Demibold
Letter spacing: 0, Line height: 36px

Heading 2
Avenir Next - 20px - Demibold
Letter spacing: 0, Line height: 30px

Heading 3
Avenir Next - 18px - Demibold
Letter spacing: 0, Line height: 27px

Heading 4
Avenir Next - 16px - Demibold
Letter spacing: 0, Line height: 24px

Heading 5
Avenir Next - 14px - Demibold
Letter spacing: 0, Line height: 21px

HEADING 6
AVENIR NEXT - 14PX - DEMIBOLD - UPPERCASE
Letter spacing: 5.0 (10%), Line height: 14px

Body

Large (16px)		
Medium	Demibold	Italic
Avenir Next - 16px - Medium	Avenir Next - 16px - Demibold	Avenir Next - 16px - Medium Italic
Letter spacing: 0, Line height: 24px	Letter spacing: 0, Line height: 24px	Letter spacing: 0, Line height: 24px

Default (14px)		
Medium	Demibold	Italic
Avenir Next - 14px - Medium	Avenir Next - 14px - Demibold	Avenir Next - 14px - Medium Italic
Letter spacing: 0, Line height: 21px	Letter spacing: 0, Line height: 21px	Letter spacing: 0, Line height: 21px

Small (12px)		
Medium	Demibold	Italic
Avenir Next - 12px - Medium	Avenir Next - 12px - Demibold	Avenir Next - 12px - Medium Italic
Letter spacing: 0, Line height: 18px	Letter spacing: 0, Line height: 18px	Letter spacing: 0, Line height: 18px

Other

LABEL (11PX)
AVENIR NEXT - 11PX - DEMIBOLD
Letter spacing: 5.0 (100%), Line height: 15px

Nav 2.0

Plentific

Button Large (50px)

Button Medium (44px)

Additional buttons

Secondary (Outline) - Desktop

Large	Medium (Default)	Small	Button with icon (left) - Medium (Default)	Button with icon (left) - Small
Button text	Button text	Button text	Button text	Button text

Secondary (Outline) - Mobile

Large	Medium (Default)	Small	Button with icon (left) - Medium (Default)	Button with icon (left) - Small
Button text	Button text	Button text	Button text	Button text

JUST.
SENIOR PRODUCT DESIGNER (DIGITAL GARAGE)

DIGITAL TRANSFORMATION IN FINTECH, ENVISIONING THE FUTURE OF FINANCIAL ADVICE, AND WHAT DOES IT MEAN TO RE-THINK RETIREMENT.

Just Group PLC is a fairly large and very profitable company that has been doing great especially in the annuity business. However, it is also a company that for the most part has been lagging behind competitors like Aviva when it comes to user experience, offering phone as the only touchpoint with its over 400k customers.

Long story short, they decided to do something about it by creating an in-house Digital Garage and Innovation Lab. Respectively those are involved in coming up with new user-centered solutions as well as developing the right technologies and metodologies to bring those solutions to market quickly and safely. And that is no small feat in FinTech.

Role

I was hired by the head of Digital Garage to establish a design team and help promote the role of design and user experience throughout the company by providing actionable digital solutions across multiple value streams.
What it means is that I helped building the team, helped establishing a properly Agile process and delivered - working closely with internal stakeholders - several complete designs to production.
All this while working also on a long term vision for Just's new service online platform which could indeed represent the future of retirement after pension freedoms and the commoditization of financial Advice.
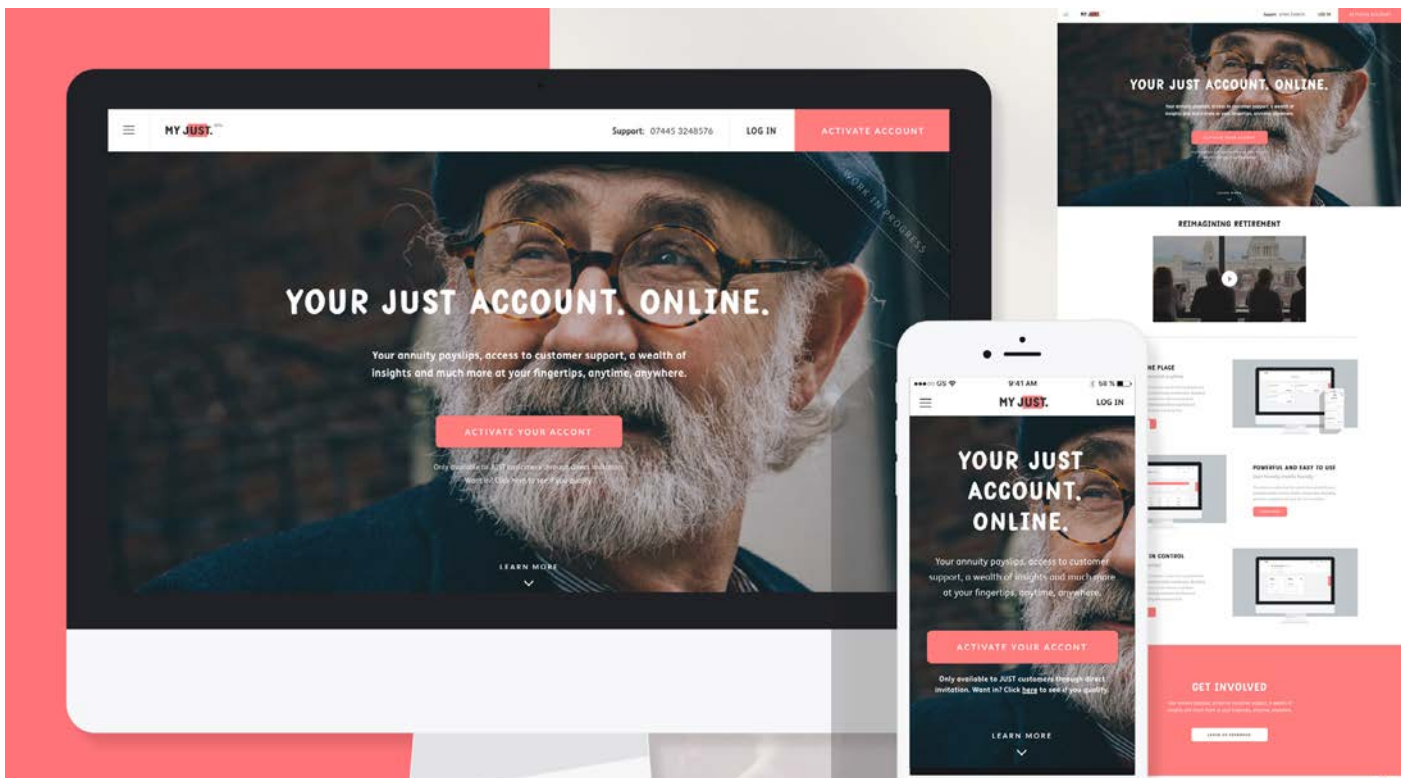
DELIVERABLES _

Service blueprint, UX Maps, Flows, Wireframes, Design system, screen flows, screen designs, high fidelity prototypes, Keynote presentation decks, high fidelity prototypes, design specs
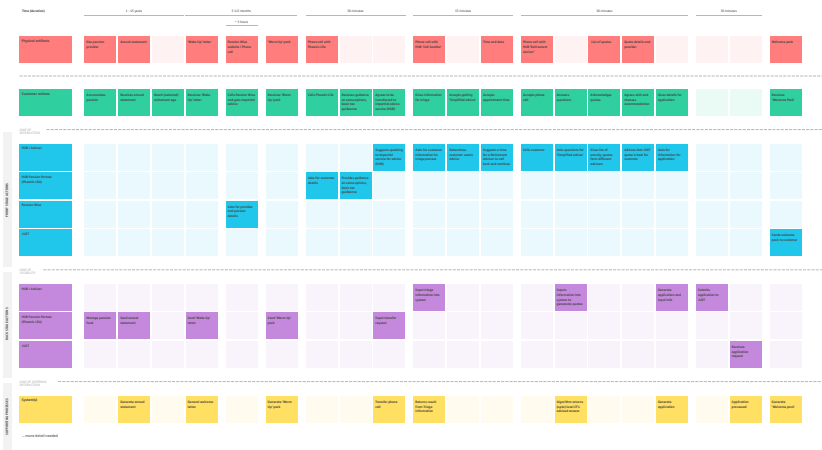
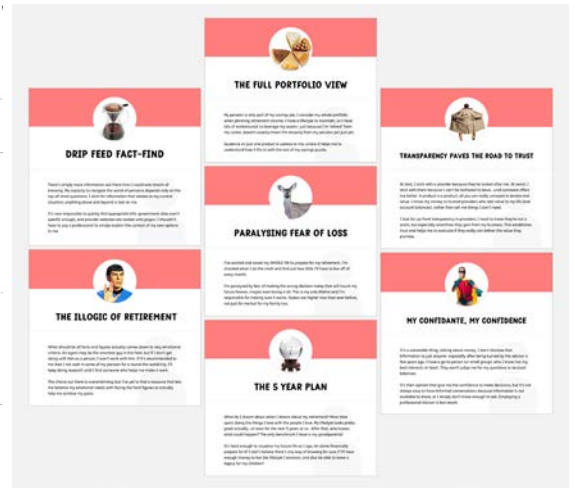**PLATFORMS _**

Responsive Web
Native iOS

SOFTWARE _

Sketch / Figma
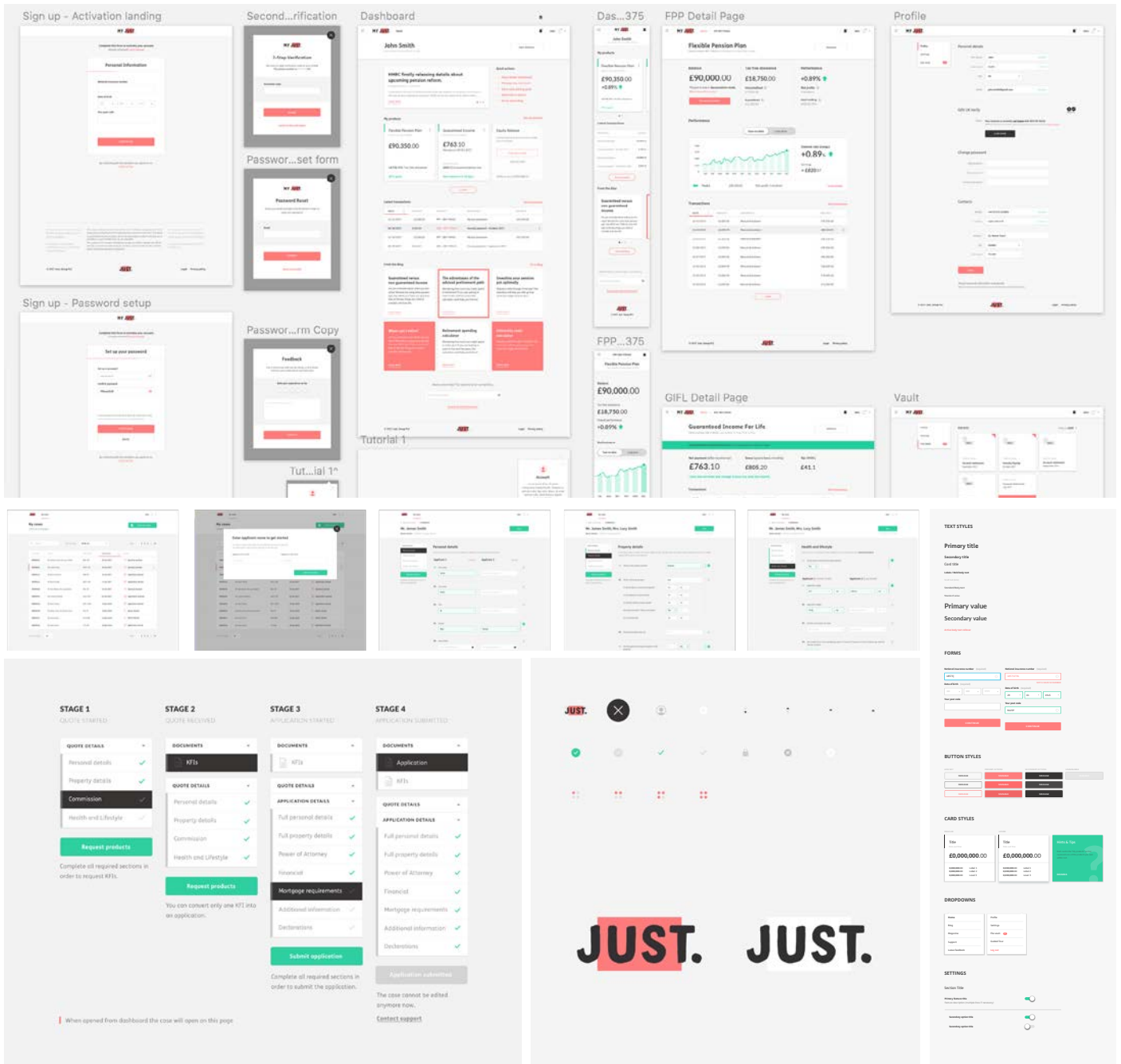Photoshop CC 2018
Illustrator CC 2018

UX Map showing the journey of a retiree accessing his/her pension fund upon retirement

Customer insights, conveniently captured as cards

Web UI concepts for a dashboard.

VERVE
HEAD OF DESIGN

HIGH PRESSURE ENVIRONMENT, THE SMARTEST PEOPLE I'VE EVER MET AND HOW TO SUPERCHARGE THE CONCEPT OF REFERRAL PROGRAMS FOR SOCIAL EVENTS.

Verve (formerly StreetTeam) young and wild startup environment. The idea just made sense and the team was very smart. A wild bunch of talented people that figured out how to make fans sell tickets for the events they love to their friends and in the process go to the events themselves for free plus earning all sorts of different perks depending on how many tickets they sold.

Sounds great but before I joined they did not have a proper mobile experience... or a proper desktop experience. I helped them change that.

Role

I started as a contractor to help them developing a vision for a native app.

It was especially important to get it right because they were in the middle of a crucial fundraising and those concepts were one of the selling points in their deck, and it was a success, showing clearly how StreetTeam could simply empower every fan to become a real brand ambassador - with the ability to sell tickets, track their progress, keep up to date with the event news feed, and redeem rewards straight from their mobile phone.
On the back of it, the company managed to close over 10 millions in funding for that particular round.

Links

Verve company homepage
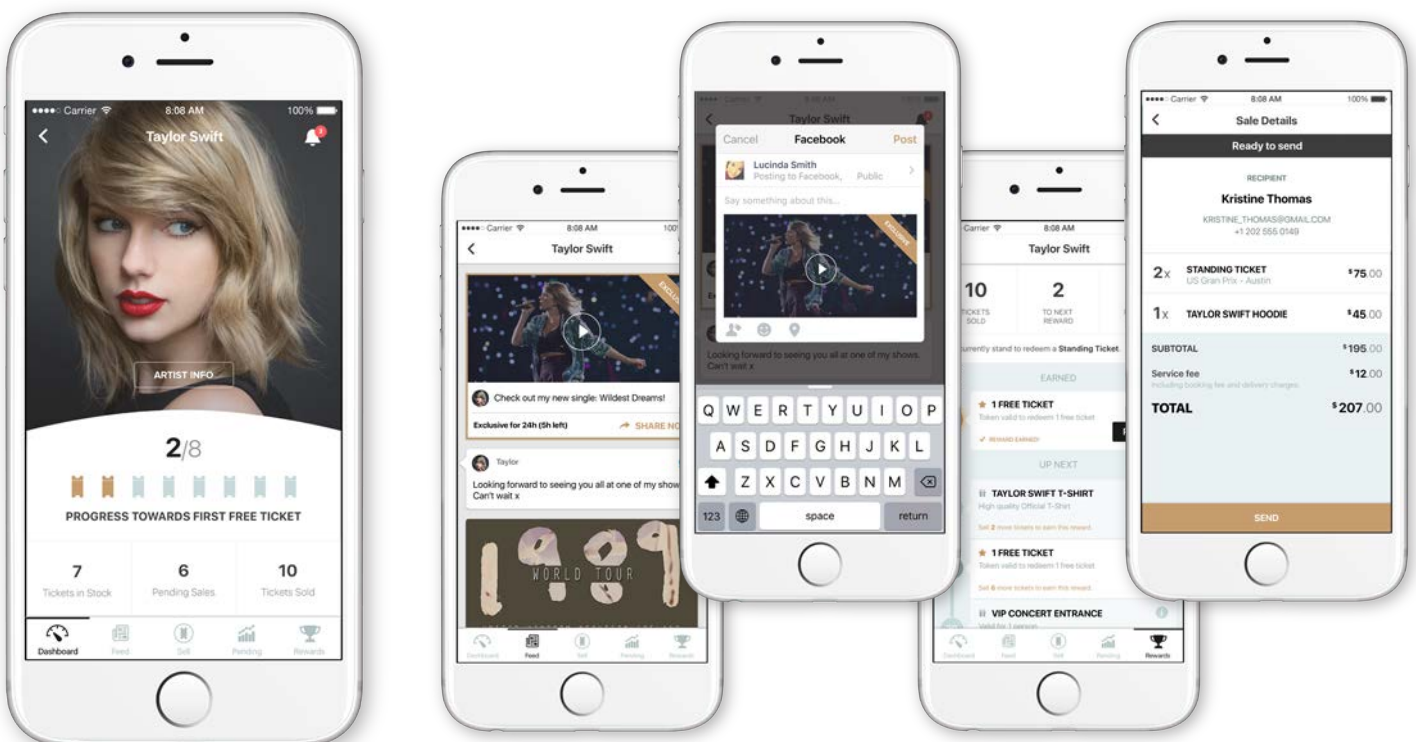**TechCrunch** article about the fundraiser

DELIVERABLES _

Wireframes, UX Flows, visual design, UI/UX, production assets, delivery strategy, high fidelity prototypes, design specs
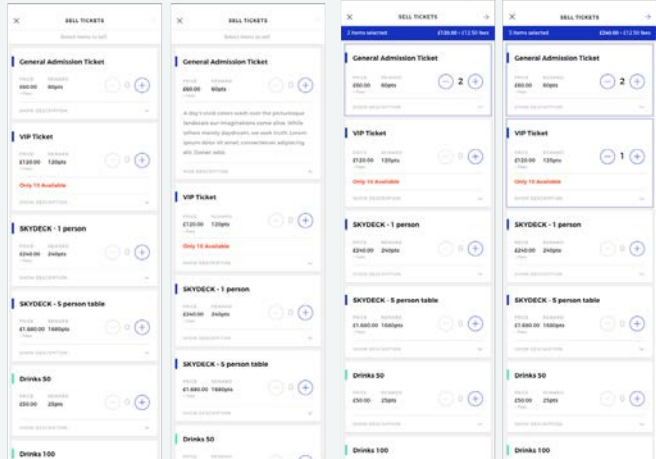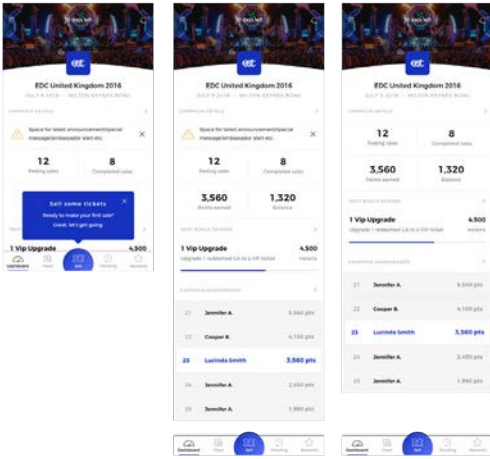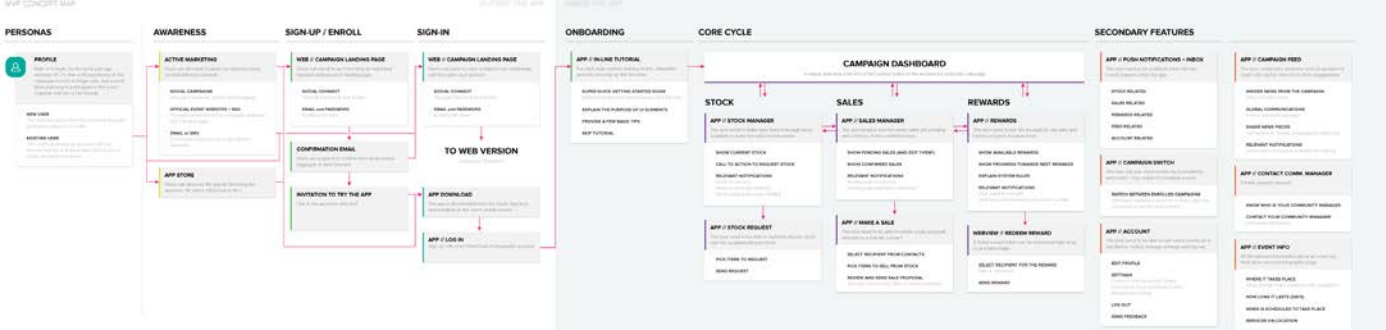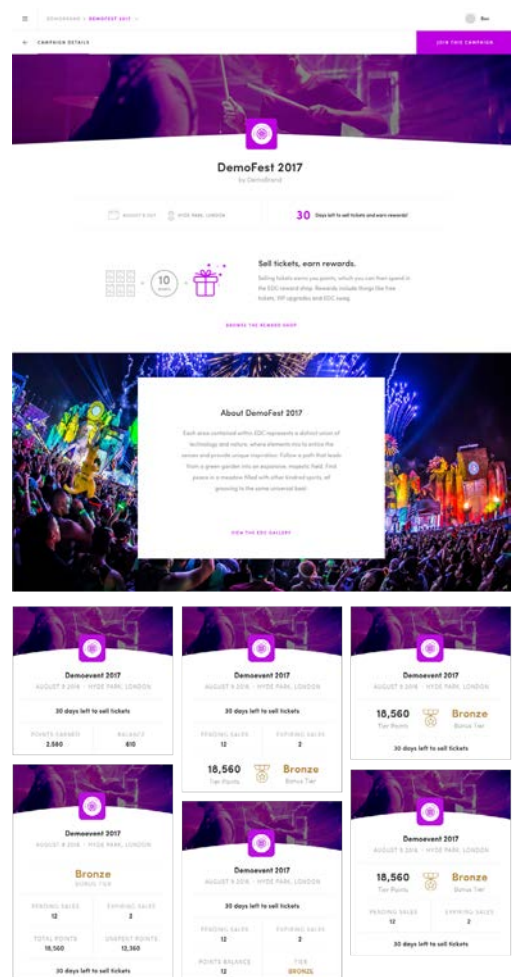
PLATFORMS _

Responsive Web
iOS App (iPhone)

SOFTWARE _

Sketch
Photoshop CC 2016
Illustrator CC 2016
InVision

Concept designs for web

OWLR
HEAD OF DESIGN (CONTRACT)
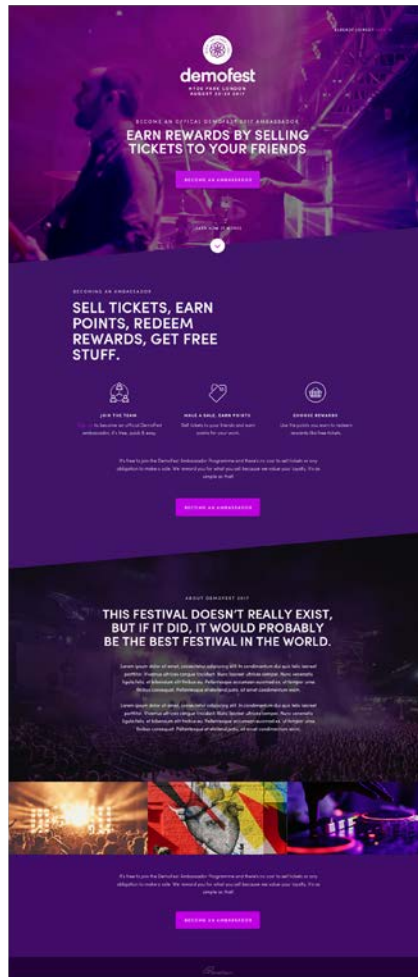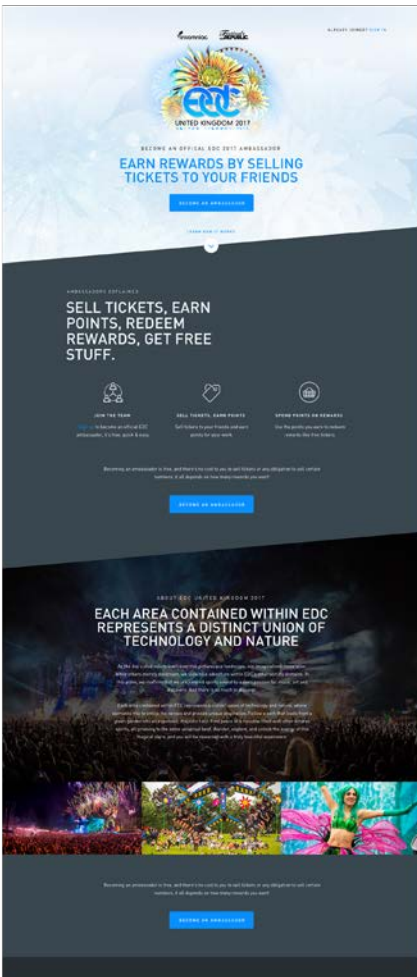
BRINGING BOTH AN IOS AND ANDROID APP TO MARKET TO CONTROL IP CAMERAS AS PART OF A PLATFORM SUPPORTING FUTURE CLOUD SERVICES.

OWLR is an iOS/Android App which is a universal IP camera viewer and controller which is a entryway into a service ecosystem for DIY IP camera based home security. The design of the app has a very strong focus on design and usability, hiding the extremely complex core technology under a minimalistic, friendly user interface.

When I first joined the company, the first iOS product had just launched. In the past eight months, thanks to fast iteration, translated to over 140K downloads and over 50K monthly active users on a £500 a month marketing budger and a rather exciting conversion rate of 40%.

Role

Starting as Head of UX with a small design team, my role expanded into product manager bringing several new features and UI improvements to the suite of apps while ensuring the high quality of the product was maintained with every release.

Working closely with the CEO, I delivered user flows, UI and Visual designs for iOS and led the app release of the Android version in less than 3 months due to the impressively skilled development team.

Links

OWLR App (4.5 stars - Feb '16)

DELIVERABLES _

Wireframes, UI/UX, screen designs, production assets, high fidelity prototypes, design specs

PLATFORMS _

iOS App
Android App

SOFTWARE _

Adobe Photoshop CC 2015
Adobe Illustrator CC 2015

InVision

OWLR Apps for IOS and Adroid

Version 1.0 of the App, High level IA for iOS

Example of flow for a Feature

App rating (Feb 2016)

FLOW
PUBLIC CAMERAS

PUBLIC CAMERAS SECTION

Is divided into 2 tabs: Discover and Favourites.

1. 'Discover' offers a curated list managed by us through some CMS that the user cannot edit. Every user gets the same feed. It's an endless scrolling list with list dividers featuring the publication date.

2. 'Favourites' features referenced instances of the 'favourited' cameras listed in Discovery, plus the cameras added by the user. List ordering: the most recently added goes at the top.

3. New, unseen cameras are tagged as "new" until the user has seen them or until they are 1 month old (ideally).

4. New cameras are published into discovery every 3-5 days. That should generate a push notification that will directly point the user to the discover section within the app.

5. Each camera feed is displayed as a card with real time slow refreshing snapshot (once per sec).

6. The cameras that we curate cannot be deleted or renamed, not the user can see the URL. However can be 'favourited' or 'unfavourited' (primary action) and shared (secondary). Favourited cameras will show up in the favourites tab. By default every camera in discovery is 'unfavourited'. The app should totally remember the list of favourited cameras for each user upon upgrade / reinstall.

7. The user can add new public cameras manually. Those camera will be visualised in the favourites section. This flow for the moment remains unchanged.

8. These cameras will be editable (can be deleted, URL changed, name and location updated) as primary action, and shareable as secondary action. Primary actions are available from the card as well as the player.

9. Other common actions available in the player include pinch to zoom, potrait/landscape view, audio on/off, snapshot and tag (TBD)

Customer Ratings

Current Version:
★★★★⯪ 45 Ratings

All Versions:
★★★★⯪ 188 Ratings

ANTLOS
HEAD OF DESIGN

AN ONLINE PORTAL FOR CHARTER BOAT RENTAL HOLIDAYS WITH HIGH LEVEL OF CUSTOMISATION, SUPPORT FOR SPLIT PAYMENT AND INTEGRATED MARKETING.

Inspired by the AirBnb shared economy business model, Antlos offers shared charter cruises. Antlos has been successful in securing a couple of rounds of founding and growing fast.I have had the responsibility over Antlos' UX and Visual Design since the original inception. A number of times a year, I fly to their headquarters and deliver the next version of the features and visual design.

Role

As Head of UX and Art Director, I am responsible for the visual language as well as the usability of every part of the product.

I work quite closely with the co-founders, especially the CEO, to define new feature requirements and to identify what can be improved through analytics.

I produced all the required UX flows and specifications, visual designs and assets for the developers, participated in key milestone planning, testing and QA sessions.

One of the biggest pieces of work I completed this year was a new payment flow with internal chat and a responsive mobile version of the website, which should arrive sometime in 2016, if they do not run out of money.

DELIVERABLES _

Wireframes, UX Flows, visual design, high fidelity prototypes, design specs
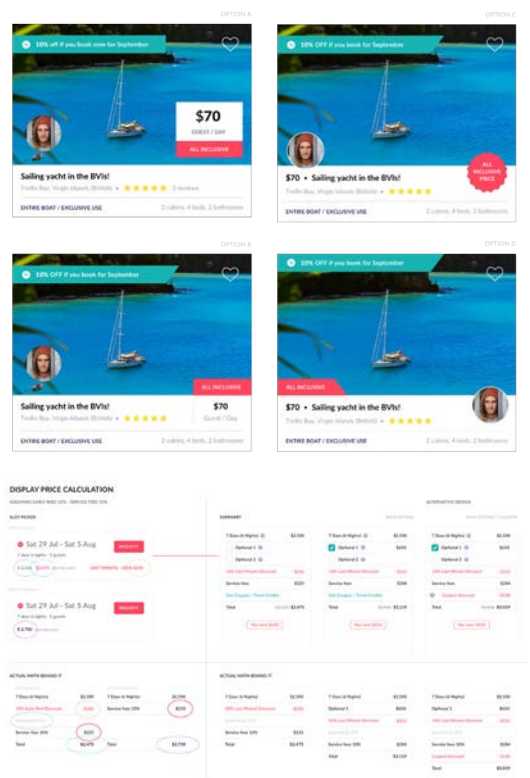
PLATFORMS _

Responsive Web App

SOFTWARE _

Photoshop CC 2015
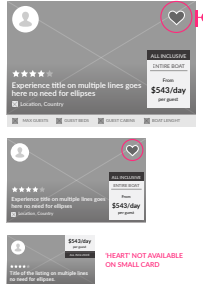Illustrator CC 2015
InVision

Homepage concept
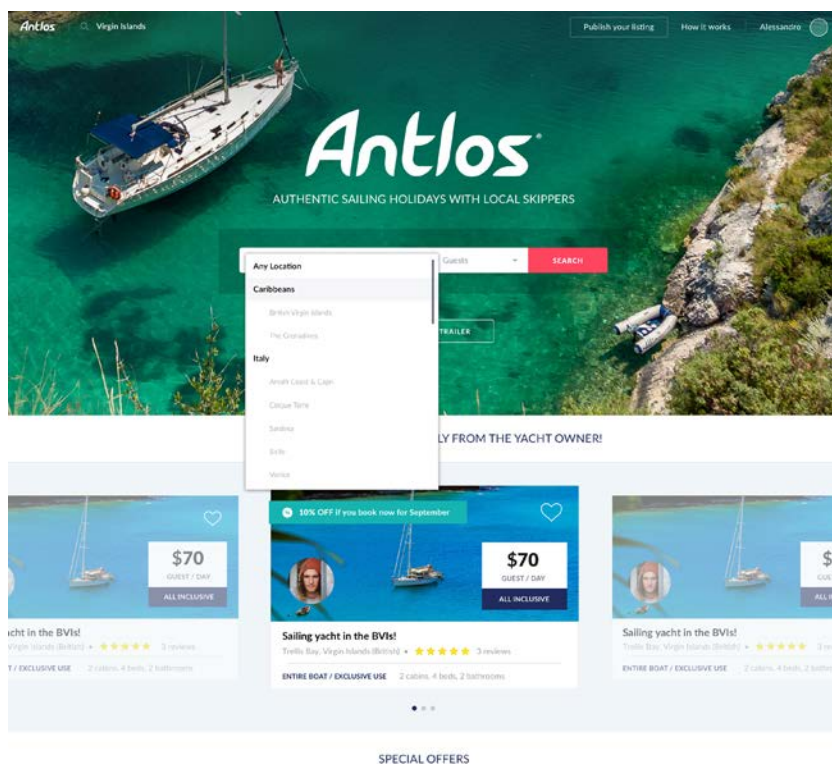
Cards and pricing summary studies

ANTLOS FAVOURITES
WIREFRAMES (DISPLAY)
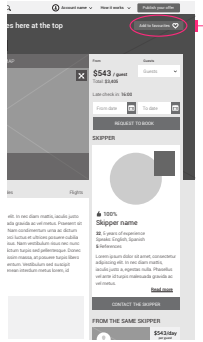
LISTING CARDS (ACTION)

FAVOURITES PAGE (EMPTY)

FAVOURITES PAGE (WITH CONTENT)

DISPLAY

LISTING CARDS (ACTION)

1 The FAVORITES feature, requires the addition of a MEDIUM card size (in addition to the existing LARGE and SMALL) which is supposed to be optimised for a 2 column grid layout (6 columns wide).
The 'HEART' icon (add to favourites action), will be only available in the LARGE and MEDIUM card format.
Is available to both REGISTRED and UNREGITRED USERS.

LISTING PAGE (ACTION)

The LISTING PAGE the HEART icon is located at the top, to the right, at the same height as the listing title.

FAVOURITES PAGE (EMPTY)

The FAVOURITES PAGE is located in the DASHBOARD of REGISTRED USERS. Is NOT available to UNREGISTRED USERS.

2 When the page is EMPTY, a special message is displayed with a call to action to browse the listings and start picking some favourites.

3 If available, as a suggestion we can show a list of the recently visited listings (as small cards) featuring and extra action to add to favourites. If the History data is not available, the suggestions section will be HIDDEN.

LISTING PAGE (UNREGISTRED USER)

This is as an example of interaction from an UNREGISTRED USER (the same exact outcome would happen when interacting with any LISTING CARD).

4 When the user attempts to add a listing to favourites, will be presented with a standard LOG IN / SIGN UP lightbox. At the end of a successful LOG IN or SIGN UP, the user will be taken back the where he was, and the listing will be added to his/her favourites.
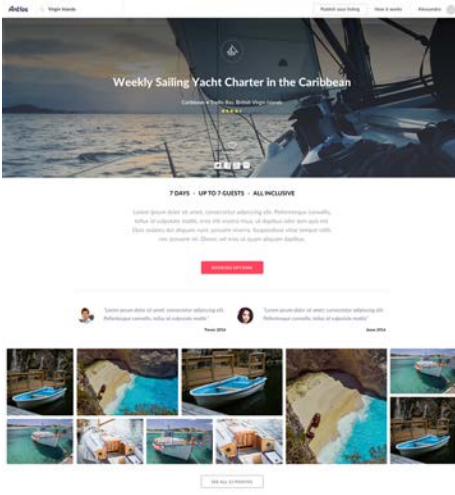
LISTING PAGE (REGISTERED USER)

5 If the user is REGISTERED AND LOGGED IN, the action is performed and a notification is displayed at the top left of the screen.
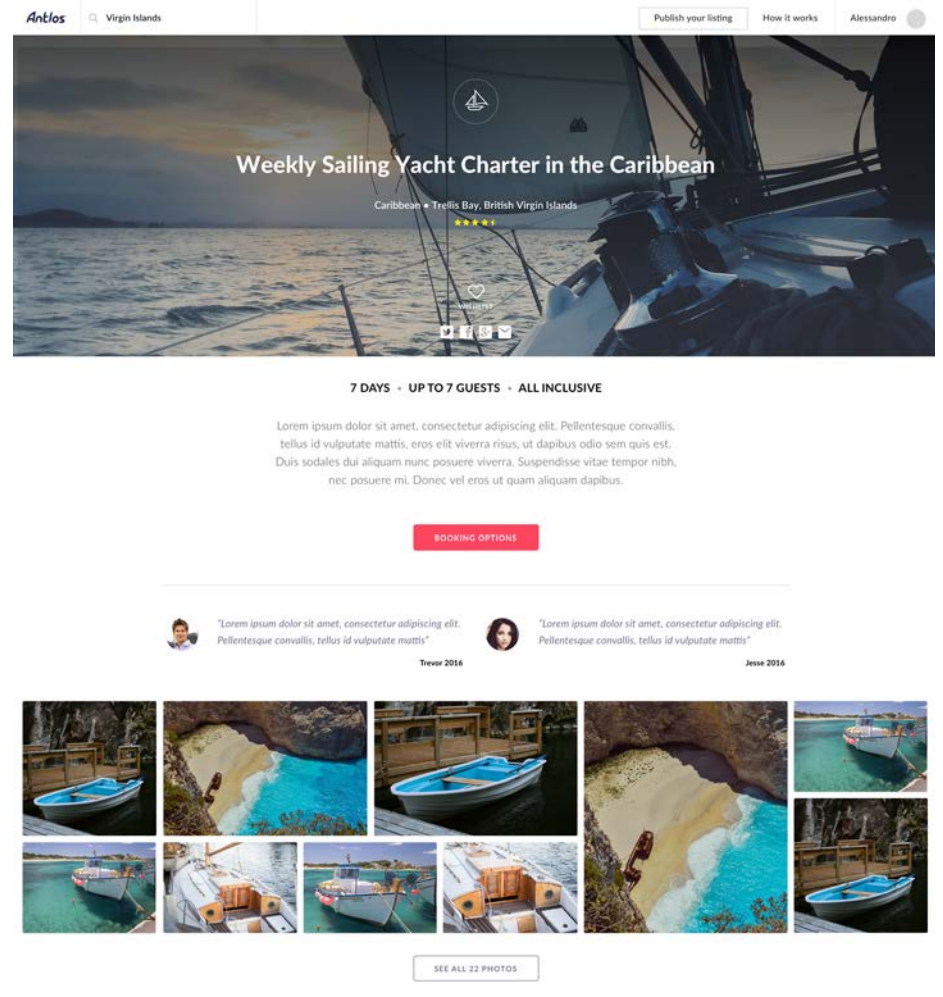
FAVOURITES PAGE (WITH CONTENT)

6 This is how a full FAVOURITES PAGE would look like. It is pretty straight forward. DO NOTE that to remove a listing from here, the user should be asked to CONFIRM the action.

'HEART' NOT AVAILABLE ON SMALL CARD

LISTING PAGE (ACTION)

LISTING PAGE (UNREGISTRED USER)

LISTING PAGE (REGISTRED USER)

Example of wireframes

Listing page concept

Listing page concept detail

ORANGE LABS
SENIOR UX DESIGNER

WORKING CLOSELY WITH INTERNAL STAKEHOLDERS IN SEVERAL HIGH PROFILE UX CONCEPTS BOTH FOR B2B AND B2C MOBILE AND WEB PRODUCTS.

Inside large corporates, which I previously only experienced from the outside, there is often a lot going on, and a lot to learn. There is often huge potential, because available money and talent is plenty, however what is often missing is a strong vision and suffer from an inherent political inertia.

These were the biggest challenges I had to deal with as a member of a team of talented people at Orange Labs UK, and succeeded with launched a successful country-wide product.

Joined as mid UX designer and worked my way to senior in less than a year.

Role

I produced UX flows, visuals and prototypes for all sorts of projects, from small scale proof of concepts to country-wide product releases.

I improved my ability to deliver great design, and also to sell my ideas and gather support among internal stakeholders.

The biggest project I worked on, a concept for a main B2C account management app for Romania got internaltional traction and I had the opportunity to present my work to top executives in Paris.

DELIVERABLES _

Service blueprints, concept designs, screen designs, UX maps, high fidelity prototypes, design specs, concept videos
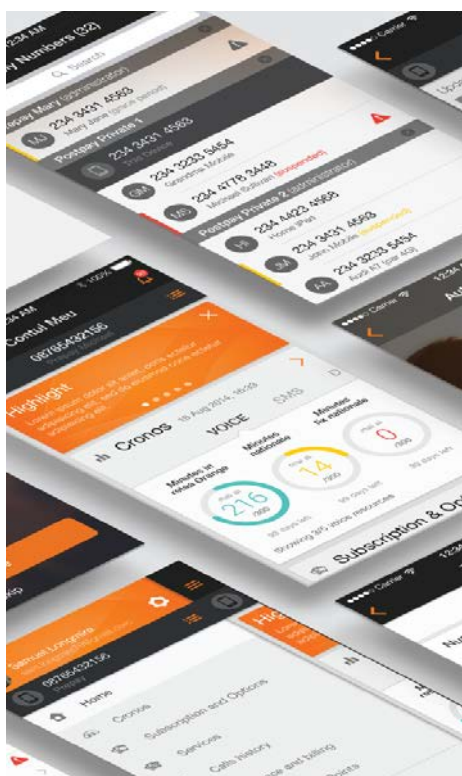
PLATFORMS _

iOS App (iPhone)
Android App
Responsive Webapps

SOFTWARE _

Photoshop CC 2015
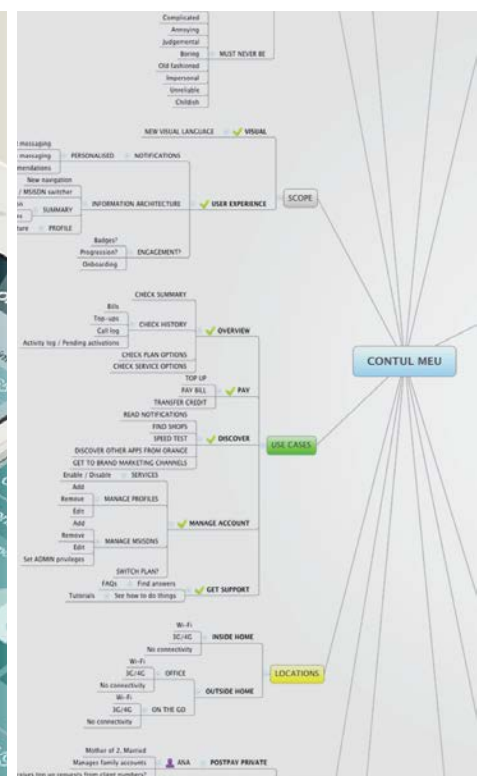Illustrator CC 2015
After Effects CC2015
MS Office Powerpoint
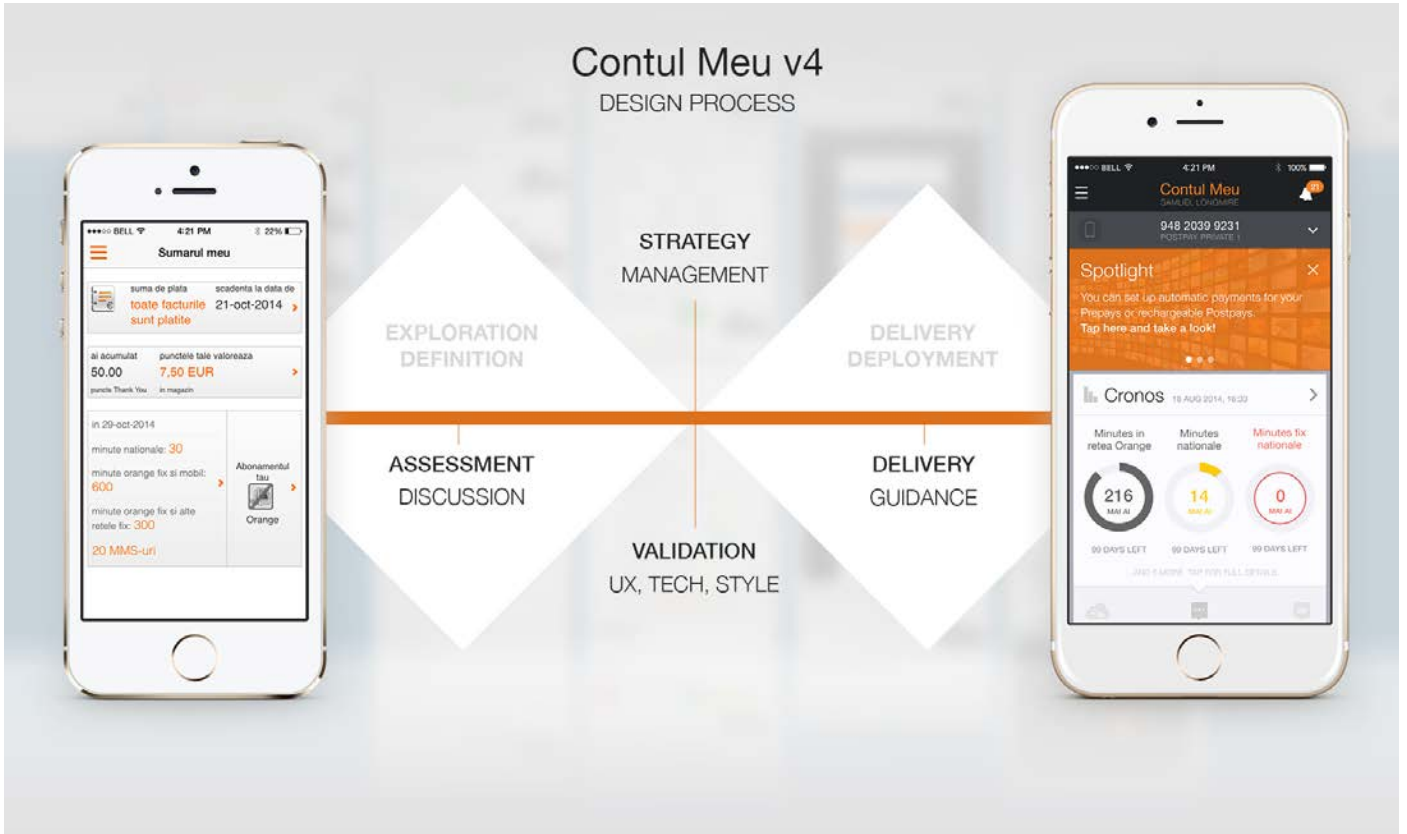
Application // Visual + UX
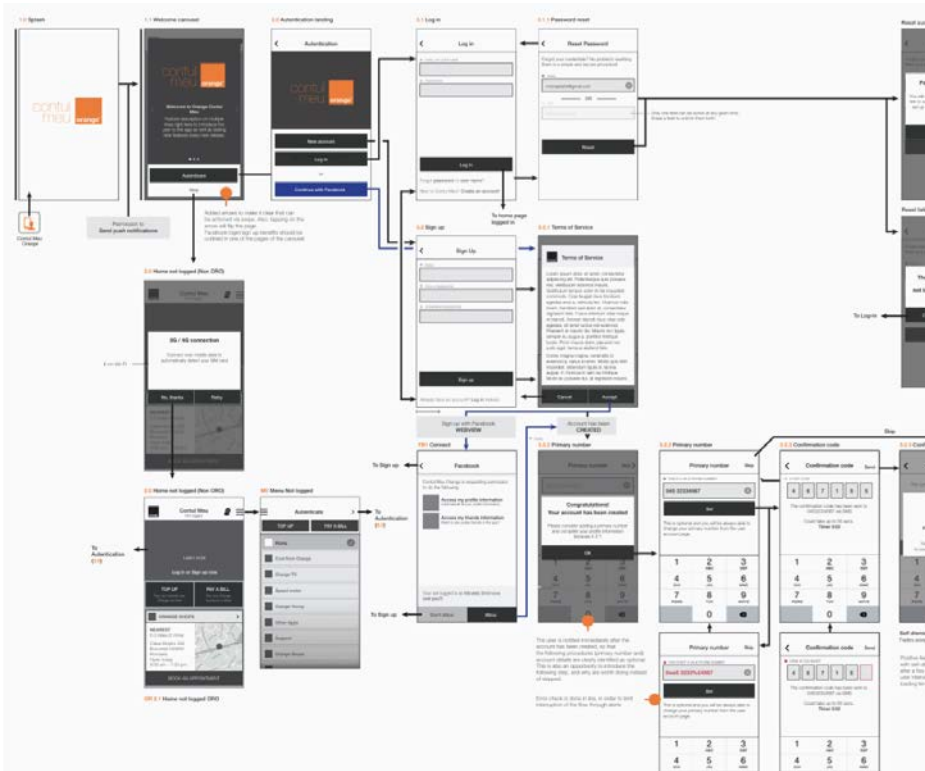
Concepts // Visuals

Requirements // Mind Map

Product Strategy // Deck

Wireframes + Flows // UX

App assets // Visual

MUSICQUBED
LEAD UX DESIGNER

DESIGN AND DELIVER A MAJOR REDESIGN FOR A WHITE LABEL MUSIC APP TO HELP THE COMPANY LAND A CRUCIAL PARTNERSHIP WITH MOBILE GIANT 02.

My responsibility when I joined MusicQubed was to deliver - and keep fresh with new daily tracks - the Official Top 40 UKTM app plus a few other themed curated playlists via a multi platform application featuring offline listening. This application turned up to be quite a challenge to design than anticipated specifically due to an extremely convoluted billing system which varied drastically depending on the mobile carrier of the target device.

Role

I worked directly under the Head of Design as Lead UX, redesigning the existing product from the ground up in about 3 months. Was crucial to make O2

happy in order to have them sign a long term collaboration, proving the viability of our core technology and licensing model.

During my stay at MusicQubed my team delivered the complete UX for the O2 and white label modular versions of the app for iOS, Android, Windows Phone and - believe it or not - Blackberry.

Please note that the current visual design was basically forced upon us by O2.

Links

02 Tracks App (4 stars - Feb '16)

DELIVERABLES _

Wireframes, UX Maps, service blueprint, screen designs, visual design, interactive prototypes

PLATFORMS _

iOS App (iPhone)
Android App
Windows Phone App 8.5
BlackBerry OS App 8

SOFTWARE _

Photoshop CS6
Illustrator CS6
Axure RP Pro 6

MusicWeek Article about the product // 8 March 2013

OFFICIAL CHARTS TOP 40 SUBSCRIPTION PLATFORM GETS MOBILE NETWORK BACKING

02's £7m bid for UK's top music service

DIGITAL

■ BY TOM PAKINKIS

Mobile network O2 is putting all of its might behind its new O2 Tracks music platform with a £7.3 million marketing campaign that will feature everything from outdoor displays to TV adverts.

Powered by MusicQubed, O2 Tracks downloads the tracks in the Official UK Top 40 Singles Chart each week direct to users on any mobile phone network for just £1 a week along with a changing selection of curated playlists.

O2 customers will receive a two-month free trial for the service, but the mobile network is keen to push this much wider as a UK-wide service available to all.

digital and a TV ad campaign fronted by star of the moment Emeli Sandé.

service, to have a digital presence," she added. "That's going to go on all year, so once

to "create the biggest music service in the country."

"This is a long-term

going to go a la carte, we're not going to go all you can eat. There are enough mass market, laid-back listeners who aren't being satisfied and that's who we're going after."

Managing director of The Official Charts Company Martin Talbot pointed out that the Official Streaming Chart shows a direct correlation with the singles market in that the biggest individual tracks of the moment are also the ones that people are streaming. "This is the perfect way of appealing to that demand," he said of the O2 Tracks service.

"One of the biggest challenges with subscriptions services is educating people so
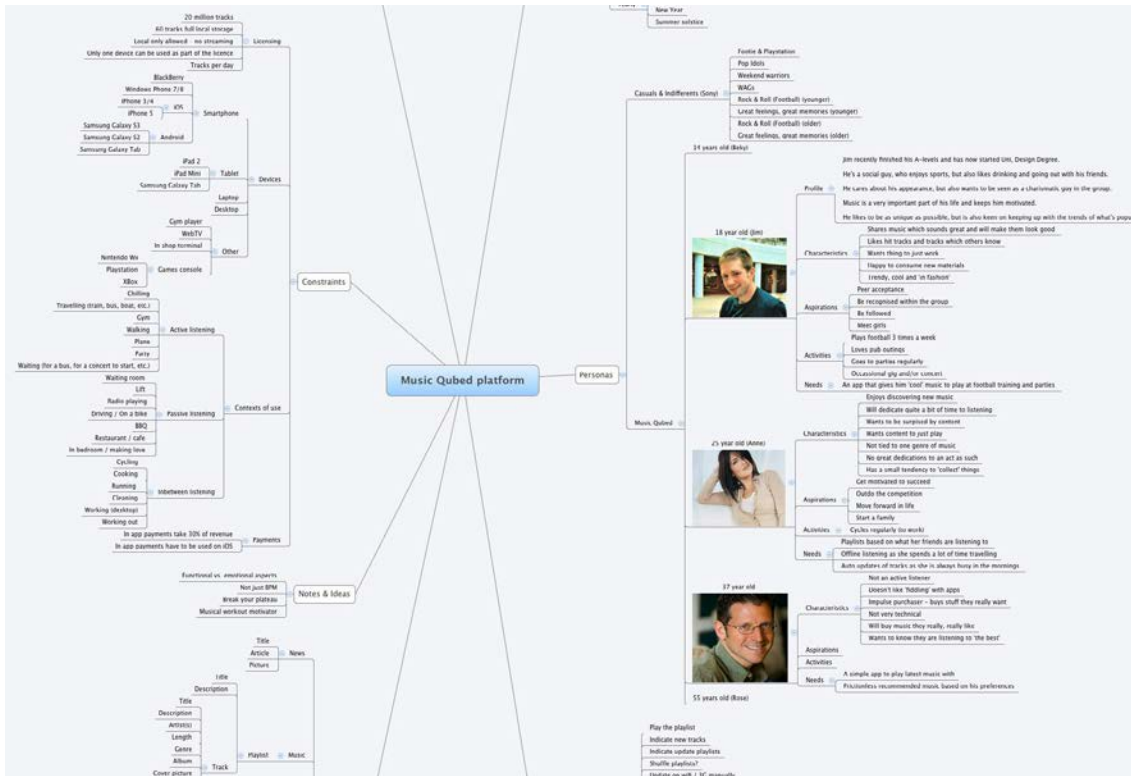
Product Landing page at launch

High level user flows for the entire product

Mind map organising all the requirements for the product. On the right, the App rating (Nov 2014)

FROG
UX DESIGNER

WORKING IN A BIG AGENCY WITH VERY HIGH STANDARDS, BRINGING TO MARKET A BRAND NEW VIDEO STREAMING PRODUCT FOR SKY.

Even if this contract lasted only a few months, it gave me the chance to work in one of the most respected digital agencies in the world, as part of the team assigned to one of its biggest Italian clients at the time: Sky Italia (the Italian branch of Sky).

I was involved both in the refinement of their huge web portal (Sky.it), and the MVP of their brand new streaming / on demand video platform called SkyGo.

Role

I joined Frog as a mid-weight UX designer, working directly under a hugely talented Creative Director. I delivered delivery decks, visual style guidelines, and specs for various Sky.it sections as well as both the web landing page, newsletter, and iOS and iPad versions of SkyGo.

The most challenging aspects of this experience was multitasking while maintaining the extremely high quality standards while under pressure. It was really tough at the beginning, but eventually I managed to succeed. Definitely an enjoyable experience, one which I will not forget.

Links

www.frogdesign.com

DELIVERABLES _

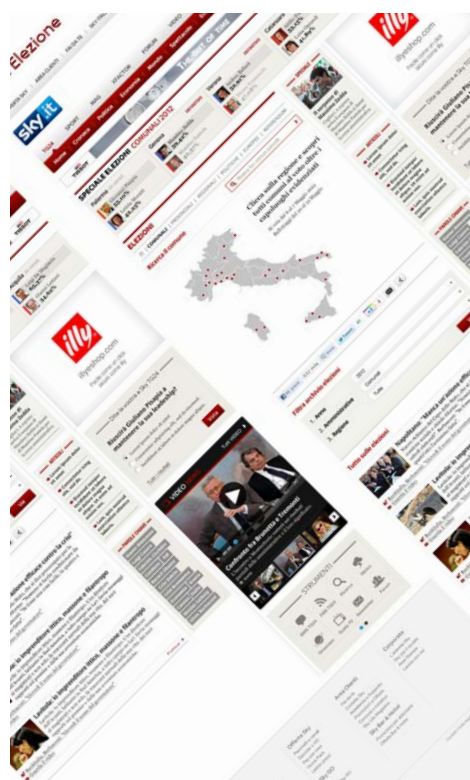Wireframes, UX Flows
PDF, AI, Graffle
Google Docs

PLATFORMS _

Website
iOS App (iPhone/iPad)

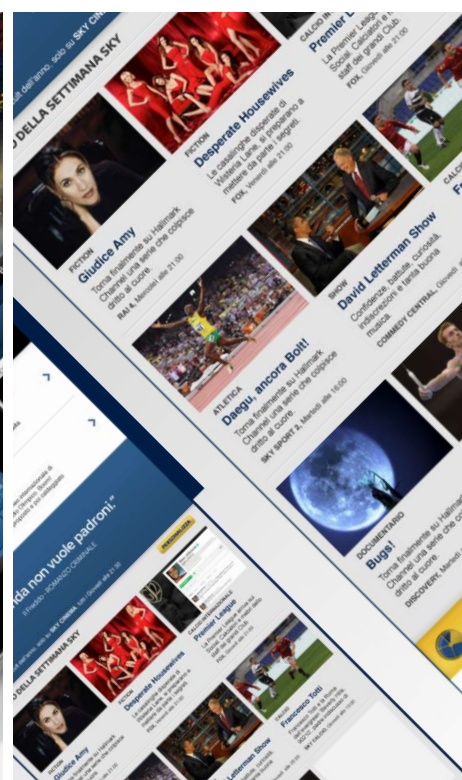### SOFTWARE _

Photoshop CS4
llustrator CS4
OmniGraffle

Elections Special Sky.it

SkyGo Olympics for iPad

SkyGo Newsletter Sky.it

ARTEFACT
UX DESIGNER

LEARNING KEY SKILLS IN A HIGHLY COMPETITIVE ENVIRONMENT WAS ONE OF THE MOST ENGAGING WORKING EXPERIENCES I'VE EVER HAD.

This was a pivotal experience for me, one that defined me as a professional very early on.
Why was it so important, you may ask? Simply put, the people what work at Artefact are some of the most talented I've ever met. Working with them inspired me and gave me a point of reference for what to look for in a company in terms of culture.

Role

The reason why I put so much effort to get this Internship as a senior graduate was that in US, and specifically in Artefact, interns are put in the front lines, where they are given the rare opportunity to really learn the job under pressure.

Certainly a competitive environment, but that's a good thing, because the constructive way it was handled.
I started with a bunch of other interns by simply helping senior designers on their projects, following around user researchers and sitting close to developers.
Towards the end I was capable of doing client-facing presentations and solve complex UX problems for big projects such us the SonoSite X-PORTE ultrasound machine control touch UI.

Links

www.artefactgroup.com

DELIVERABLES _

Flow maps, screen design, high fidelity prototypes, design specs

PLATFORMS _

Responsinve web
Kiosk / Custom screens
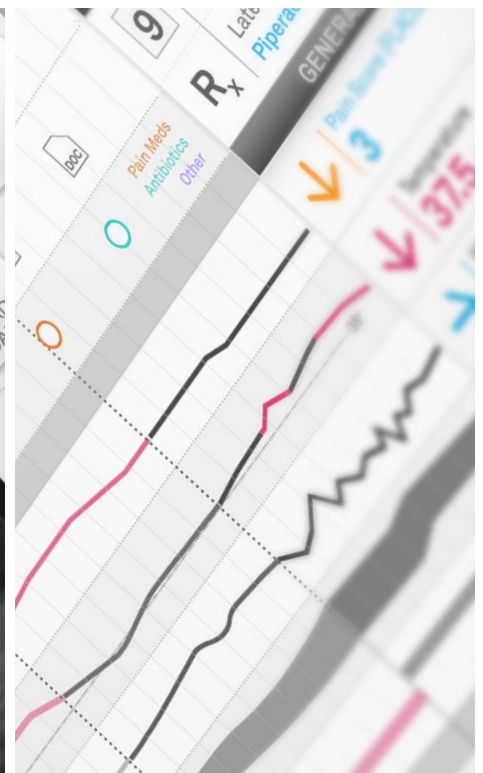iOS

SOFTWARE _

Photoshop CS4
Illustrator CS4
Flash Pro CS4

Sonosite X-PORTE - Main controls

Sonosite X-PORTE - Analysys UI

Seattle Children Hospital Project

PASSION PROJECTS
PERSONAL PROJECTS

I'VE ALWAYS BEEN INTO COMPUTER STUFF. AFTER THE ORIGINAL IPHONE KEYNOTE I KNEW THAT INTERACTION DESIGN WAS MY CALLING.

Being a freelance means that from time to time I can take some time off to just do whatever I want.

Sometimes I travel, but more often than not I ask around if friends and non-profit organizations need something done. This way I keep myself productive, and I actually end up doing some very interesting stuff

I find that engaging in new challenges, regardless the compensation level, is a very efficient way to expand my skills and keep myself always ready to think outside of the box.

More stuff

www.interactionalex.com

DELIVERABLES _

Concept art, web design, brand exploration, marketing collaterals, banners, front end development work
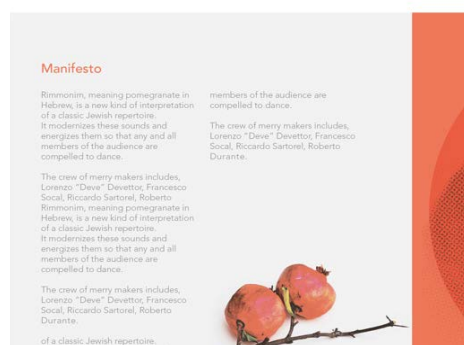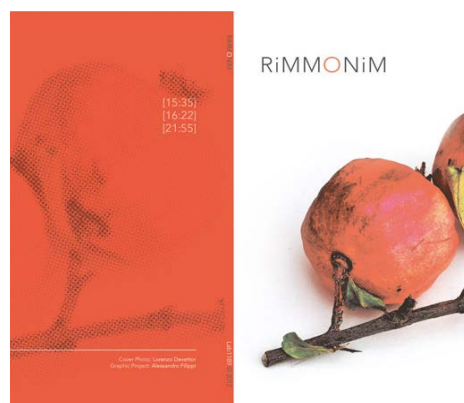
PROJECT TYPES _

Responsive web
Apps (any platform)
Print (not often)
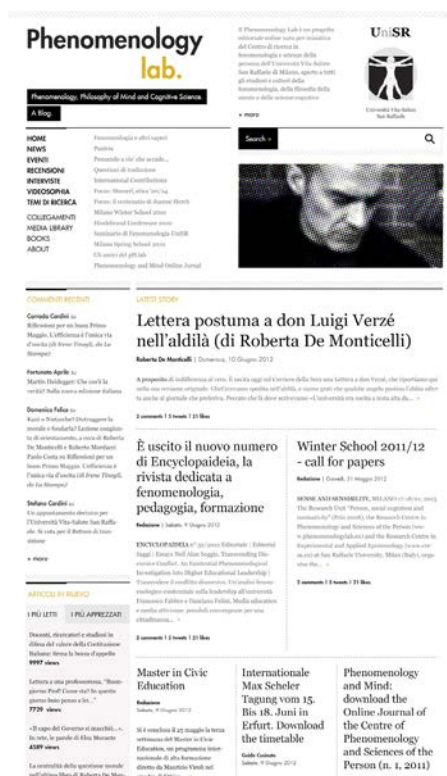Photography, Video
3D Rendering

SOFTWARE _

Photoshop
Illustrator
Premiere Pro
After Effect
Lightroom

Rimmonim (yiddish music) // album art

Phenomenology Lab Blog // visual

Barena, clothing shop // visual