

Alexander Wyrick

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UX / UI Designer

Talented multicultural designer with complementary business analytics skills. Currently seeking responsibilities on a thriving design team at a medium to large tech company. Technically skilled entrepreneur, and master's design student with 6 years working in a variety of leadership roles to optimize digital user engagement for major brands (Disney, Sony, BMW, Nissan, Skittles, Adidas). Current focus in UX / UI design and creative methodology.

Designer Toolbox

- UX & UI Design
- Prototyping
- A/B and Split Testing
- Usability Testing
- Information Architecture
- Persona Creation
- Storyboarding
- Web / App Analytics
- HTML/CSS/JS/JQuery
- Adobe Creative Suite
- Sketch with InVision
- Cinema 4D / 3DSMax

Education

- 2015 - 2017: Master's Degree in Interaction Design (2.5-year course in France) - Strate Ecole De Design
- 2016: Javascript Development Certificate (3 month bootcamp in England) - General Assembly
- 2014: Front-End Web Development Certificate (3 month bootcamp in Australia) - General Assembly
- 2009 - 2011: Bachelor's Degree in Business Marketing - San Francisco State University

Work Experience

April 2017 - Present: Founder & Lead Design Instructor at SBWebKids.com (Santa Barbara)

Created a non-profit web design summer camp for local teens.

2016 - Present: UX Projects for Aledebaran Robotics, Cartier Eyewear, Antescofo Music, April Insurance, Santa Barbara County HR department, CareerJump.co, Study-List.com, FastFit GX (design samples upon re-

April 2015 - April 2017: Founder at BlanketTheWeb, LLC (France, Australia, & United States)

Built a successful boutique agency and generated revenues of more than \$200K in first 18 months.

- Handled all functions from designing sales materials to website development and campaign optimizations.

March 2014 - April 2015 / Operations Manager: Amnetgroup.com (Australia)

Managed operations team responsible for \$10MM in annual revenues at a global trade desk. This included assisting sales teams as a technical specialist in audience targeting & best practices for programmatic media buys.

- Trained and managed 4 staff handling 12 key clients with \$600K to \$1MM in monthly media spends.

May 2013 - March 2014: Freelance Designer and Marketing Consultant at AlexW Designs

Attained 4 small business clients for freelance design & marketing during an extended stay in South-east Asia.

- Logos, brochures, and email newsletters for DavidMetcalfPhotography.com.
- Logo and product packaging design for Sourceawakening.com.

March 2009 - October 2012: Marketing Lead at Playlist.com (San Francisco)

Promoted 3 times in 16 months to improve UX at a music website with over 50MM registered users.

- Spearheaded new homepage features that increased visitor time on site and reduce bounce rates.
- Implemented social media strategies increasing Facebook fans from 20K to 250K in two years.

Personal Interests

Current hobbies:

- SLR photographer and multimedia editor with a specialization in time-lapse travel photography.
- Avid hackathon participant competing in 4 cities (3 as a designer) and winning awards in 2.
- PT outdoor adventure guide leading kayak, surf, team building & ecology tours.

Other relevant experience: Barcamp speaker (Cambodia), 1st & 2nd place teams at Startup Weekend (2013 & 2016), Hackathon organizer & host, Spanish speaker, data nerd, and travel junkie (20+ countries in recent years).