

Alexander Alicea-Arroyo

Digital Product Designer
alexndr.co

aaliceaarroyo@gmail.com
210.548.0449
@alexndrco

EDUCATION

Texas State University San Marcos, TX

BFA in Communication Design
Summa Cum Laude

RECOGNITIONS

The Circle of Achievement Society

College of Fine Arts and
Communication's Council of Scholars

CRLA Mentor Training Program
Master Certified Mentor, Level III

The Honor Society of Phi Kappa Phi

Presidential Upper Level and
Ed Whitacre Leadership Scholarship
Nominee

SKILLS

Sketch
InVision
Adobe Creative Suite
UX/UI
User Research & Testing
User & Task Flows
Prototyping
Basic HTML/CSS, C++
Branding & Identity
Typography

EXPERIENCE

Frost Bank

User Experience Design Intern | July 2018–Present

Working within an agile team to design and develop user-centric, innovative interfaces for customers to enhance the Frost user experience. Responsibilities include producing user flows, wireframes, mock-ups, visual specs, and prototypes using Sketch, InVision, and Flinto. Currently working closely with product owners, quality assurance, and developers both onshore and offshore to implement our new design language system into the Frost app.

Designation Conference

Attendee | April 2018

This student-run organization by Princeton University was founded in 2017 by Mihika Kapoor to fill the gap in undergraduate curriculums of the principles that govern design in real agencies, companies, and firms. One of 99 students selected out of 1000+ applicants to attend an all-expenses-paid exploration of the versatility of a career in design, how design is applied differently across industries, and what it looks like to be a design leader facing the business and social challenges of our world.

ARO

Graphic Designer | February 2018–January 2018

ARO is an independent boutique and e-commerce shop. Helped redesign their blog in addition to small projects such as promotional material for print and web.

Texas State University College

PACE Peer Mentor | August 2017–July 2018

Worked closely with US1100 Instructors to achieve the goals of the PACE Center, University Seminar, and University College. Served as a role model and introduce students to the university's learning campus community, creating a safe and welcoming transition to life as a Bobcat.

Texas School Safety Center

Graphic Design Assistant | September 2016–September 2017

TXSSC is a central location for safety and security information pertaining to all independent school districts and junior college districts in the state of Texas. Helped revitalized their social media presence by designing images to go alongside curated posts, and designed promotional material for a tobacco-free organization.