



PENGUINCHILLI.CO.UK

ALEX@PENGUINCHILLI.CO.UK

## SENIOR UI / UX DESIGNER ALEX BELLINGHAM

As a Senior UI/UX designer with over 8 years experience, I like to get inside the fabric of the brand, using visual design, empathy & design strategy to create a compelling user experience that not only feels great, but looks great too.

I pursue value, meaning & loyalty with the aim to cultivate a culture that people feel comfortable in, where there are no stupid questions, where every day is an opportunity to learn & support others across different fields.

### { EXPERIENCE }

- 21 - now** **FREELANCE**  
{ freelance & self-initiated projects }
- 18 - 21** **SENIOR UI // UX DESIGNER**  
{ koffeecup digital production house }
- 17 - 18** **FREELANCE**  
{ freelance & self-initiated projects }
- 12 - 17** **VR GRAPHIC & UI DESIGNER**  
{ sony playstation - sisee }

### { TOOLS }

#### UI/UX DESIGN // PROTOTYPING

sketch invision figma webflow

#### ICONS // GRAPHIC DESIGN // ANIMATION

adobe cc - illustrator, photoshop, after effects,

#### LEARNING GOALS

(more) webflow complex design systems

RED BULL      BURBERRY      CISCO      IBM      BT  
 MERCEDES      MAN CITY      SONY PLAYSTATION      PROCELL

### { SKILLS }

#### { DESIGN }

ui { ux { wireframing { iconography { responsive { web  
{ atomic { mobile { experiential { ar/vr { systems  
{ styleguides { logo { typography { visual

#### { THEORY }

layout / colour theory / hierarchy / vertical rhythm /  
typography / user personas / user decision paths / user  
flows / human computer interaction / cognitive  
science / human behaviour

#### { NICHE }

Designing UI for Stereoscopic 3D/VR & AR  
technologies

### { EDUCATION }

**12 - 13** **MASTER OF ARTS**  
**UI DESIGN FOR S3D/ VR (94%)**  
{ university of central lancashire

Self-published 3 books on the relationship  
between human cognition & visual design,  
videogames & UI in stereoscopic 3D.

**10 - 12** **BACHELOR OF ARTS**  
**UI DESIGN (98%)**  
{ university of central lancashire

**8 - 10** **FD HONOURS**  
**GRAPHIC DESIGN**  
{ runshaw adult college