



Alex Steele

Contact

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Summary

I'm a Boulder based UX and product designer using a background in visual design and design thinking to solve user problems. My experience includes web design, branding strategy, marketing, mobile app design, and product design. I am seeking a design role at a company where I can solve user problems utilizing simple design solutions.

Education

M.A. Strategic Communication, UX Design - University of Colorado, 2020- 2022
B.A. Advertising, Enterprise Studies - University of Oklahoma, 2012-2016

Skills

Design

Visual design, animation, journey mapping, wireframing, prototypes, user studies, user flows, product journeys, user research, information architecture and design thinking.

Technical

Adobe CC, Figma, Sketch, Invision, ProtoPie, Blendr, Unity and basic HTML/CSS

Experience

Web and Publications Design Coordinator

2019 - Present

University of Colorado, Boulder

Lead visual design, branding and UX within the communication team for the College of Arts and Sciences. I design experiences for recruitment, retention and reputation of the college across digital and print media. I manage our digital products for student experience.

Visual and Product Designer

2016 - Present

Freelance

Projects range from branding, logo creation, website design, product design, user testing, concept testing, user research, print publications and more for clients.

Creative Director

2016 - 2019

Frontline Nonprofit, Oklahoma

Oversaw the creative direction, brand development and social media graphics across four non-profit campuses. Developed marketing campaigns for print and digital media. Led creative teams of designers, copywriters and videographers to create assets to use in campaigns.

Additional Experience

Art Director, Lindsey + Asp, 2015-2016

Graphic Design Contractor, Ball Corporation, 2015-2017

Graphic Designer, University of Oklahoma, 2014-2015