



ALIAN MORALES

Web Designer & Front End Developer

“ You are setting the stage for other people to perform, but you can't never tell them what to do. ”
- Jonas Lowgren

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SUMMARY

I'm a Web Designer & Front End Developer who is passionate and experienced with the web standards interface design and user experience (UI/UX). I prototype hand-crafted concept web and mobile layouts with an ability to rapidly develop interactions in a technology (i.e., HTML5 /CSS3/JavaScript/jQuery).

I have consistently brought success through innovation to company projects by utilizing my industry experience as well as my up to date knowledge of the latest web design and technological trends.

EXPERTISE

- UX & UI
- Front-end development skills (HTML/HTML5, CSS2/CSS3, LESS JavaScript/jQuery)
- Experience designing and developing web sites using modern techniques such as responsive design and the "mobile first" approach
- Strong understanding of web standards & browser/platform compatibility
- Experience developing and theming in Wordpress, Joomla, and Magento
- Information Architecture (IA)
- Prototyping
- Flash/Fireworks Photoshop/Illustrator
- Experience with Google Analytics and Search Engine Optimizacion (SEO)

Hola! **Tambien hablo Español!**

EXPERIENCE

UI/UX Designer & Front End Developer
AccuBANKER

2009-Present

- Responsible for UI/UX Web & Mobile Design to create a seamless customer experience for a high traffic e-commerce website
- Site structure (information architecture), and maintenance of the corporate, retail and many of it's localized distributor's sites
- Refine and iterate user experience by designing and implementing new modules and interfaces
- Meet with clients to determine website goals and develop strategies for creating a strong web presence
- Provided Web site, UX and IA design solutions for diverse industry client accounts of leading ad agencies.

UI/UX Designer & Front End Developer
Final Image Studio

2008-2009

- Hand-crafted websites from conception to production
- Front end UI/UX web design and development
- Created visual designs for websites, logos, banners, e-newsletters, branding
- Created cross-platform compliant e-newsletters for major organizations reaching thousands of recipients

Senior Graphic & Web Designer
Gatemia Audio Visual

2006-2008

- Responsible for the conceptualization, front-end design and coding/production of web/interactive solutions from planning to completion using a variety of graphic software applications, techniques and tools
- In charge of various corporate project's designs (logos, collateral, print ads, web designs, multimedia, 3D renderings to all promotional material)
- Carried out all client's ideas to an exceptional reality.

EDUCATION

AIU (American Intercontinental University)
Bachelor of Fine Arts (B.F.A.) / Graphic Design

Program Highlights:
UX Design, Multimedia Design, GUI Design & Testing, IA Tools