



designsbyalian.com



linkedin.com/in/alianmoraless



designsbyalian@gmail.com



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 (HTML5, CSS3, SASS, 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 tools (Origami Studio, Invision, Sketch, Craft, Framer)
- Photoshop/Illustrator/After Effects



EDUCATION

AIU (American Intercontinental Univ.)
Bachelor of Fine Arts (B.F.A.)

ALIAN MORALES

UI/UX Designer & Developer



EXPERIENCE

UI/UX & Product Designer

STRAAT Investments

13-17

- Involved in every aspect of the digital product aesthetics and design process from concept to delivery for the following projects/companies (go.co, pop.co, building.co, get.health, classic.com, FJ.co, drivestraat.com, and revivaljeeps.com).
- Established and promoted visual design web Style guides, best practices, and standards documents instructions to be followed.
- Created wireframes, storyboards, and user flows to communicate interaction experiences and design ideas.
- Designed and developed interactive prototypes and click-throughs for both desktop and mobile applications in HTML5, CSS3, and jQuery utilizing bootstrap framework.
- Prototyped new visual design concepts, mock-ups, and solution for online e-commerce product builder systems, resulting in a better user experience across the product.
- Created online multimedia & brand identity with related collateral & internet marketing campaigns.
- Designed & developed a wide variety of visual assets and creative materials such as: HTML/CSS emails templates campaigns, logos, promotional materials, brochures, collateral, video animations etc...
- Ability to prioritize, multi-task and meet concurrent deadlines in a fast-paced environment.

UI/UX Designer & Developer

AccuBANKER

10-13

- Responsible for UI/UX web-mobile design and development 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.
- Photographed products for e-commerce as well as business personnel and buildings for both web and print mediums.

Senior Graphic & Web Designer

Gatemediavideo Visual

06-10

- 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.