

# Sérgio Alex

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[sergioalex.com](http://sergioalex.com)  
 Glasgow

Digital product designer specialised in Prototyping, Interaction & Visual design.

## Professional profile

I am an open-minded critical thinker who is passionate about big-picture thinking and adding value. I combine creative technologies with user-centric-design methodologies to solve usability and user-experience problems. As a facilitator, I help teams gather consensus and deliver outcomes. I believe that asking the right questions can create meaningful change.

## Expertise

I use context and animation in interactions and get excited how little details drive the data. I am interested in designing for emotion, creating empathy and desirability in digital products. Data is as important as intuition for decision making and discernment and instinct can go a long way.

## Core tools

- SketchApp, Craft - Design, Prototypes, Interaction
- InVision, Maze - Ideation, Code Inspect, Prototyping, Analytics, User Testing
- Hype, Anima Toolkit, Framer - Animation, Prototyping
- Source-tree, Github - Collaborate and contribute to repositories

## Career Summary



### Elionze

Worldwide, Remote

A collective of talented developers, designers and artists from across the globe.

Freelance, Commission and contract work.

**Senior Interaction & Product Designer** (*Freelance, Commission, Contracts*)

Jan 2009 — Present

I have been collaborating locally and remotely to develop personal and client projects for major brands and organisations.

### Key responsibilities

- Creative direction and design development for new and existing projects.
- Prototyping of user interfaces for desktop and mobile.
- Extensive testing and debugging of prototypes.
- Provide usability consulting and evaluation.
- Documentation of issues with steps-to-reproduce.
- Contribute to GIT repositories.

**Key achievements / projects**

- Design production for **BBC** mobile application **CBBC-BUZZ**, featured by **Apple App of the day** mid 2018. Produced good looking visual design templates for my client to use in presentations and portfolio.
- Concept wireframes & prototypes for internal toolset for **GlaxoSmithKline**.
- Created one of the first mobile music-studios to ever appear in the Apple AppStore. **FingerBeat** App had a turnover of over £120K+ to date. The app has since been maintained in order to support latest iOS versions, design trends and monetisation models.
- **PeacockSalt** mobile app helps users calculate how much salts is required for de-icing snow in set area. Includes forecast and weather alerts provided by the **MetOffice** API. The latest iterations includes tracking the salt spreads from a map and the ability to take a photo of the work once user has completed spreading. Axure prototype is available upon request.
- **SurflnPortugal** is a surf-guide and companion app for **Portugal Tourism** in collaboration with **dan-dc**. The app has the ability to rent classic **VW-Vans** for the ideal surf experience. I worked on both the app and back-office UI-UX for managing bookings and calendar.
- **Heineken** BeatLab was commissioned by **Geometry Global** was created for a campaign for selected bars across the Caribbean.
- **Pernod Ricard Collection** interactive toolkit showcases the entire digital catalogue for offline distribution via USB stick. Commissioned by **wearewonderworks** uk.
- **AEG PowerTools** interactive toolkit delivered via USB drive to retailers and distributors worldwide. I also produced all the sound-design. Commissioned by **Good Creative**,
- *For more projects and achievements please consult the [Archives](#).*



**Stirling, Scotland**

A tech firm focused on 'improving people's lives'. Health and wellbeing, social good, and a better world. Formerly known as dogfish

**Senior Interaction & Visual Designer, UX Consultant (Contract)**

• **June 2018 — August 2018**

I came on-board to assist the design team on several projects that were either delayed or required immediate attention.

**Key responsibilities**

- Service designer responsible for developing several iterations for new and existing projects.
- Kick-off meetings and requirements gathering for a new startup.
- User testing, interviews, and note-taking sessions.

**Key achievements / projects**

- Chatbot concept designs for **PHE** campaign, **ThisGirlCan**.

- Increased the rating for **PHE** mobile app Drink-Free-Days from 2.5 to 4.5 stars after the new iteration. This involved designing and updating all the assets required to support the app redesign and name change, including previews and promo images for both iOS and Play store.
- New suggestions and improvements for EasyMeals app.
- Designed psychometric games prototypes for remote user-testing using maze.design analytics for prototypes.
- Developed key deliverables to inform future development for data-driven startup, from red routes, site flows, user journeys to wireframes and high fidelity prototypes.
- Developed chatbots and conversational design flows, photorealistic mockups and demo videos which helped secure new contracts for the client.
- Helped moderate a workshop and user testing session to gather feedback using the think-aloud protocol and SUS “system of usability scale” with 12 participants.
- Designed iterations for Ski Explorer mobile app to improve booking and reduce cognitive load in accommodation pages.
- Iterations and improvements to **BicesterVillage** service booking process which has since been adopted in the app.
- Made a concept design video for **BicesterVillage** new website tender.



Edinburgh, Scotland, Remote  
Games analytics and marketing platform. Enabling game developers and publishers to understand player behaviours and identify actionable insights to personalise games.

## Senior Interaction & Visual Designer *(Full-time)*

• Jun 2014 — Jan 2017

Lead designer responsible for usability consulting and evaluation of the existing SAS platform.

### Key responsibilities

- Prototyping and testing features and improvements to help uncover new and existing design opportunities.
- Concept development for blog pieces, videos, presentations and web pages.
- Collaborate and contribute to GIT repositories for providing assets while mentoring the junior design team.

### Key achievements / projects

- On-boarding Interactive Tutorials - Web, JS, Animation.
- Analytics Integration of events for gathering quantitative & qualitative data using **GoogleAnalytics** - Html, CSS, JS.
- DeltaCrunch: Integrations demo game - UI, UX, Visual Design, Videos, Unity3D, iOS & Android mobile app.
- Platform Features and product line - Web, Identity and Product
- Documentation & webinar production - Design, Development, Video
- Games Industry Analytics Forum - Event, Identity, Product

**55Degrees Ltd**

Glasgow, Scotland

Innovative company working with a wide range of clients in private and public sector with a focus on: Video Production, Installation, Entertainment and Motion design.

Featured in [Showreel](#).\***Interactive & Motion Designer** (*Full-time*)• [May 2007 — Jul 2008](#)

Lead digital designer responsible for innovation and creative direction.

**Key responsibilities**

- Design and production of standalone applications and Interactive installations for brands and cultural institutions.
- Motion graphics, VFX production, 3D model and animation, DVD authoring.

**Key achievements / projects**

- Company rebranding - Identity, Print
- Center of New Enlightenment interactive for **Kelvingrove Museum** - Interactive CD,USB, Motion Graphics.
- **Caledonian University Interactive** for prospect students - CD, USB, Kiosk
- Video installation for **Summerlee Museum** of Industrial Past entitled: A day in the life of a century - VFX, Motion design, AV projection.
- NESTA Starter for 6 - Video production, Motion design, DVD authoring.

**wearegood**

Glasgow, Scotland

Prolific design company offering a range of creative solutions for different clients with a main focus on brand development.

Featured in [Showreel](#).\***Digital Designer** (*Full-time*)• [Jan 2007 — May 2007](#)

Developed websites, videos, 3D renders and pack-shots for well known food &amp; beverage brands.

**Key achievements / projects**

- Good Creative [Showreel](#) - Video, Motion
- Eric Prydz Website - Web, \*Video, Motion

**spiffdesign**

Lisbon, Oeiras, Portugal

Interaction Design Pioneers in Portugal most prestigious tech hub. Recognised for design innovation.

**Awards****Best website:**

Design Publish briefing 02  
Portugal Creatives Club 03  
Grand Prize, IAAward 03

**Best innovation:**

Prisma Award 02

**Interaction Designer** (*Full-time*)• [Jan 2001 — Set. 2006](#)

Developed multiple interactive and User Interface designer leading research and vision. Developed multiple flash applications and interactions and I often used my sound-design skills in multimedia projects.

**Key achievements**

- Clix Internet Installation\* - Interactive, Sound-design
- Pedro Arroja Financial Report\* - Interactive, Sound-design
- TV Cabo: Digital TV - Interactive, Sound-design
- Cin coatings\* - Online campaign, Micro sites, Sound-design
- Carmim Wines\* - Website, Sound-design

## Nationality

I am a Portuguese national with UK permanent residence.

## Language proficiency

|                          |                            |
|--------------------------|----------------------------|
| English                  | Well spoken & written      |
| Portuguese               | Mother-tongue              |
| Spanish, Italian, French | Fairly understood & spoken |

## Education

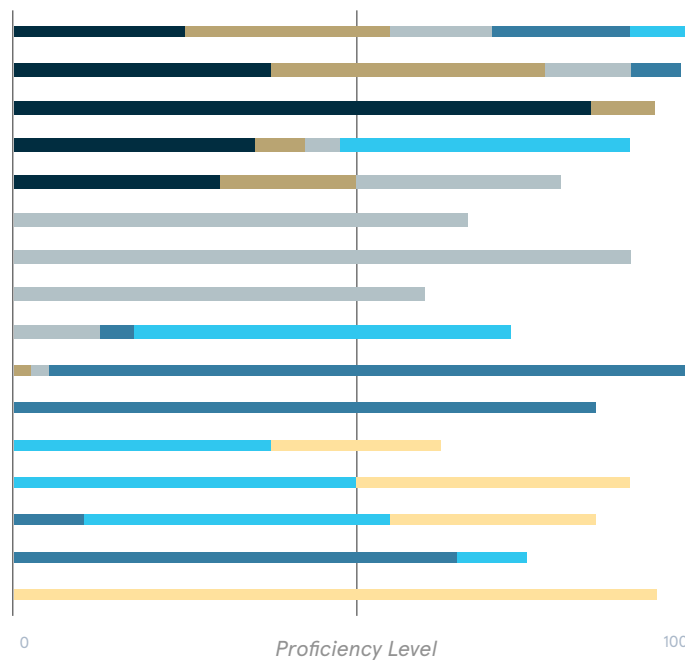
- UX Design - Interactive Design Foundation
- Print & Graphic Design - School of Graphic Arts, Epsm
- Mastering 3D Maya digital Imaging - Etic, School of Technology
- 3D Masterclass with Disney's Mike Blum - Restart Media School



### Core skills

- IA, Prototyping, Wireframing
- UI, UX Design Production
- Development & Documentation
- Visual Design
- Animation
- Audio Visual

### Proficiency



### Toolset

- Sketch
- Invision
- Axure
- Hype
- Framer
- Basic HTML, CSS, JS
- Sourcetree, Github
- Google Docs, Office Suite
- Adobe Animate, Keyshape
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Apple Motion, Final Cut Pro X
- Cinema 4d
- Resolume Arena,
- Ableton Live

# Contact

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