



ALEX DALE / DESIGNER / T + (61) 431 939 366 / ADALE89@GMAIL.COM

ALEXDALE.CO

BACKGROUND

I have over 7 years of experience working as a designer across print and digital. I'm currently focused on UI and brand identity design.

A perfect side project for me would be a bespoke, built from the ground up typeface, or album cover artwork for an up and coming talent.

EXPERIENCE

HAVAS / SENIOR DESIGNER / FEB 2016 - PRESENT

My role at Havas has me across all digital output of the agency, with my primary focus on digital design. Working with UX specialists and the development/tech team, I aim to maintain the highest usability standards end to end on all digital products. As a senior designer I'm responsible for mentoring and overseeing the work of our junior and mid-weight designers.

BANG / DESIGNER / NOV 2015 - FEB 2016

Bang is a boutique branding agency. Working on brands within the IT and fintech space. At Bang I worked on branding, website design and concept development.

REBORN / DESIGNER / JUL 2014 - NOV 2015

Based in Chippendale, as a designer at REBORN I was responsible for developing brand identities, campaign look and feels, digital design and maintaining high design standards across all agency output.

PHILBOSS DESIGN / DESIGNER / FEB 2014 - JUL 2014

Phillboss Design works alongside a diverse range of clients producing brands and websites. My role was to develop and design said brands/websites. I worked on projects in the health, finance and cosmetics industry during my time and focused on branding, web design/development and product photography.

EXPERIENCE CONT.

MADE IN KATANA / DIGITAL DESIGNER / JUL 2013 - DEC 2013



Made In Katana is a digital entertainment agency working across a broad area of the entertainment industry. During my time I worked on various projects across the digital spectrum, including branding, web design and print design.

EXPONET / GRAPHIC DESIGNER / AUG 2010 - SEP 2012



As a fast moving company with new shows every week this role demanded a great attention to detail, organization and collaboration with industrial designers, printing houses, stage/stand builders and account managers to ensure the final product lives up to the standards of ExpoNet and the expectations of the client.

EDUCATION

DESIGN CENTRE ENMORE / 2013 - 2014

ADVANCED DIPLOMA - GRAPHIC DESIGN & COMMUNICATION

GENERAL ASSEMBLY / 2015

USER EXPERIENCE DESIGN

SKILLSET

PRIMARY

PHOTOSHOP
INDESIGN
ILLUSTRATOR

SECONDARY

HTML/CSS
AFTER EFFECTS
PREMIERE PRO

LEARNING

SKETCH
JAVASCRIPT/JQUERY
FRAMER
OMNIGRAFFLE
AXURE