



ALEX DALE / INTERACTIVE + GRAPHIC DESIGNER / ADALE89@GMAIL.COM

ALEXDALE.COM.AU

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.

During my career, I have been lucky enough to work with brands & organisations such as: Defence Force Recruiting, Department of Industry, Innovation & Science, Western Sydney University, Moet & Chandon, eBay, Save Our Sons, CSIRO and ESPN.

Experience

ADRENALIN / SENIOR DESIGNER / APR 2018 - PRESENT

At Adrenalin I work as a Senior Designer, focused on visual design with a healthy dose of UX thrown in. Working primarily on large scale websites, I also perform UX tasks such as wireframing, sketch sessions and research.

HAVAS / SENIOR DESIGNER / FEB 2016 - APRIL 2018

At Host/Havas I worked within the design team, primarily on digital projects. My main focus was on website and app 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.

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.

Experience Cont.

MADE IN KATANA / INTERN 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

SKETCH
PHOTOSHOP
INDESIGN
ILLUSTRATOR

SECONDARY

AFTER EFFECTS
PREMIERE PRO
PRINCIPLE

LEARNING

HTML/CSS
JAVASCRIPT/JQUERY
FRAMER X
OMNIGRAFFLE
AXURE