

ALEX BLANCO

DESIGNER

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Orbus Exhibit & Display Group / Web Designer

April 2018 - PRESENT, WOODRIDGE IL

Currently I'm working on an e-commerce redesign and re-platform to Magento 2. I'm designing, wire framing, prototyping, developing and testing theme layouts, ecomm pages, checkout journey, admin and customer email notifications and marketing campaign emails.

American Medical Association / Web Content Operations

February 2016 - August 2017, CHICAGO IL

Collaborated with IT BAs, developers, QA, stakeholders, users and members to conceptualize, define requirements, test and launch a non-profit website redesign including over 20,000 pages and 5,000 documents. I was also an administer for the marketing department's project management software, Workfront, where I interviewed employees and designed project templates and user-centered work management dashboards and implementation presentations.

Briefing.com / Web Designer

December 2016 - PRESENT, CHICAGO IL (Consultant)

I conceptualized, wire framed, designed, developed and tested mobile responsive marketing campaign emails and digital web assets for multiple customer segments and persona.

OnDemand Advertising / Web Designer

November 2015 - February 2016, SCHAUMBURG IL (Consultant)

Conceptualized, designed and developed marketing emails, digital and print ads.

SKILLS

Adobe XD

Invision

Photoshop

Illustrator

HTML/CSS

AGILE/SCRUM

Magento 2

Drupal

Wordpress

Mobile Design

UCD

A/B Testing

GA

EDUCATION

St. Xavier University

Graphic Design

2008 - 2010

I am a user-centered
designer passionate
about creating
thoughtful, meaningful
experiences.