



Alexander Morales-Sang

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DESIGN APPS

Dreamweaver
Photoshop
Illustrator
Indesign
After Effects
Final Cut Pro
Premier
Figma



DESIGN EXPERTISE

Branding
Print & Traditional Media
Digital Media
Web
Motion Graphics
Video Editing
Video Post-Production
Rapid Prototyping
Environmental
POP



TECH SKILLS

HTML/ XHTML
CSS3
Wordpress
Proprietary CMS
Drupal
Joomla
PHP & MySQL



DELIVERY

Interaction Design
Usability Testing
Front End Mobile Design
Cross-browser Compatibility
Google Adwords / Adsense
Responsive Web Design
Branding: Identity & Experience

HIGHLIGHTS



Innovative Design Strategist & Product Developer

I excel in crafting design-driven strategies and innovative product development. A creative problem solver with a knack for simplifying complex workflows into visually engaging and user-friendly solutions, I bring together design thinking and entrepreneurial insight. Bilingual in Spanish (native) and English, I deliver impactful results across diverse projects.



AWARDS

- Received 3 Excel Awards. bitly.com/excelawards

EXPERIENCE



2017-PRESENT
2004-2017

Puerto Rico Science, Technology, and Research Trust Lead Graphics Designer

Lead visual strategy alignment with Marketing and Outreach teams to enhance Trust's channels and programs.

- Identity Design:** Logos, collateral, event assets.
- Print Design:** Flyers, brochures, posters.
- Digital Media:** Presentations, social media, web graphics.
- Website Design & Management:** Lead Design, Maintenance, performance analysis.
- Website Enhancement:** Led the design of website UI makeovers and visual improvements, proposing and conducting maintenance analysis for optimal user experience.
- Collaboration:** Supported program directors by addressing strategic communication needs.
- Cross-functional Engagement:** Assisted in digital channel initiatives.

Achievements:

- Successfully rebranded the Trust's visual identity, significantly enhancing engagement across all digital platforms.
- Led the design and development of a new website interface, improving user experience and reducing bounce rate.
- Developed and executed a print and digital media strategy that boosted the visibility of Trust's programs, leading to increased event attendance.
- Implemented a comprehensive website maintenance plan that reduced downtime and improved site performance metrics.

Alius Inc.

Art Director/Partner

Oversaw creative direction, online development, and business operations for a branding firm and urban vehicle brand. Led a team of 2 designers and 1 developer.

- Brand Positioning:** Designed complete brand visuals including logos, digital graphics, banners, landing pages, and websites. Created interfaces and design comps using front-end code (HTML, CSS, jQuery, JavaScript) integrated with backend systems.

- Identity Design:** Logos, collateral, event assets.
- Client Consulting:** Provided expert design advice to clients, including top 500 corporations in technology, finance, healthcare, entertainment, and beauty industries. Notable clients: EVERTEC, Banco Popular de Puerto Rico, DAMAS Hospital, Modern Radiology, OMEGA Holdings, AVON mark, GM Group, Punto Verde, Modern Hairstyling Institute, and non-profits such as Kinesis and ESCAPE.
- Training:** Managed and trained clients in using web content management systems for editing pages and graphics.
- Project Management:** Gathered business requirements, analyzed user needs, and developed functionality and organizational structures based on user-centered and interaction concepts.

Achievements:

Established the first specialized branding firm in Puerto Rico. Successfully repositioned and developed creative applications for top 500 clients, earning multiple awards for digital and traditional media implementations.

Brick2Web Enterprises

Project Director/Developer/Designer

Managed the requirement gathering, development, and management of corporate websites and servers, focusing on the travel/tourism industry.

- Website Design & Management:** Lead Design, Maintenance, performance analysis.
- Website Enhancement:** Led the design of website UI makeovers and visual improvements, proposing and conducting maintenance analysis for optimal user experience.
- Technology Strategy:** Developed internal roadmaps for platform and application integration.
- Feature Development:** Recommended features, functionality, and specific interactions based on business goal analysis.

Achievements:

Successfully deployed websites for leaders in the travel industry, including Condado Travel, Sears, and Bithorn.

1996-2001

CyberDot Digital Graphics, Inc.

Co-owner, Art and Project Director

Led the architecture and development of large websites, including presence, portal, and e-commerce sites.

- Website Design & Management:** Lead Design, Maintenance, performance analysis. Led the design of website UI makeovers and visual improvements, proposing and conducting maintenance analysis for optimal user experience.
- Usability Testing:** Designed and developed usability testing scenarios to understand and validate user needs throughout project lifecycles.
- Front-end Development:** Developed and designed front-end components.

Achievements:

Managed and designed solutions for top accounts such as Schering Pharmaceutical, Motorola, Univision, and VivaResorts.

EDUCATION



BBA Information Systems

3.8 GPA Suma Cum Laude
Sacred Heart University, Puerto Rico.

SAMPLE WORK



www.aliusbranding.com