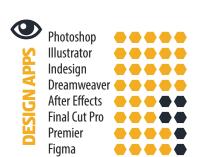
SENIOR GRAPHIC DESIGNER | BRANDING & WEB DEVELOPMENT EXPERT | UI DESIGN SPECIALIST

Alexander Morales-Sang

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Brand Design & Strategy Print Media Digital Media Web Design & Development **Motion Graphics** Video Editing Post-Production **UI/UX Prototyping Environmental Design** POP Design



UI/UX Design User Research & Usability Testing Mobile-First Design **Cross-Platform Optimization Digital Marketing Campaigns** Responsive & Adaptive Design **Brand Strategy & Experience Design**

HIGHLIGHTS

Innovative Design Strategist | Web, Brand & UI Designer

I specialize in creating impactful web, brand, and UI designs that elevate user experiences and strengthen brand identities. A creative problem solver, I excel at transforming complex ideas into visually engaging and intuitive solutions. With a strong foundation in design thinking and a keen eye for detail, I deliver cohesive strategies that align with both user needs and business goals. Fluent in Spanish (native) and English, I bring a versatile and culturally attuned approach to every project.



Puerto Rico Science, Technology, and Research Trust

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
- 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 ESĆAPĚ.
- **Training:** Managed and trained clients in using web content management systems for editing pages and
- **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.

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
- Front-end Development: Developed and designed front-end components.

Achievements:

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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.

AWARDS

 Received 3 Excel Awards. bitly.com/excelawards

ONLINE PORTFOLIO

morales-sang.com

