

Alex Vicuna

Senior Digital Designer

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📍 New York, New York

Experience

Blink Fitness | Digital Designer

August 2022 – Present

- Manage multiple design projects (CRM, social, 360 campaigns, signage, direct mail, and video) from conception to final delivery, while adhering to brand guidelines and adapting to design trends
- Create visually arresting animations that effectively convey key messaging to our audience
- Utilize data-driven insights to design and optimize email campaigns for increased customer engagement and conversions
- Design and implement UI assets for a robust content library in tandem with lead product designer for use across all brand deliverables
- Ideate and collaborate with copywriter and creative director on productions and activation campaigns

Stadium Goods | Senior Digital Designer

October 2017 – August 2022

- Created templates for email, social and promotional content aligned with the Stadium Goods brand
- Worked on post-production of photoshoots and tailored assets to be used across email, web, and social
- Implemented guidelines for naming conventions across two teams for work efficiency
- Worked closely with cross-functional teams, including site merchandising, media, copywriters, and UX designers, to create memorable experiences across direct and controlled digital channels
- Adapted quickly to incorporate new learnings and business updates into creative and design work, maintaining a growth mindset

F SHARP | Graphic/UI Designer

September 2016 – January 2017

- Designed microsite, HTPOs, branded media units, and sponsored media units for potential and current clients
- Assembled microsites using wireframes and client brand guidelines
- Collaborated with UX designer to create and understand the experience for microsite and HPTOs
- Demonstrated a solid understanding of UX, web design, responsive design, email, video, 3D, and animation

Skills

- Figma
- Photoshop
- Illustrator
- After Effects
- Premier Pro
- InDesign
- Visual/UI Design
- Design Research & Strategy

Education

Bachelor of Technology in Communication Design

CUNY - NYC College of Technology, June 2016