

# Alex Camilli

UI/UX & Graphic Designer

## EXPERIENCE

### UX/UI Design Apprentice @ BRIDGEGOOD

June 2024 - August 2024, Oakland, CA

- Worked amongst a team of 4 designers in which we created user-centric solutions following WCAG accessibility standards.
- Conducted 17 user interviews with underrepresented talent, leveraging insights to design user experiences that increased non-profit engagement.
- Developed a comprehensive design system including 35+ components that reduced design inconsistencies and accelerated product development time.
- Led 2 stakeholder pitches, increasing team alignment by 18%, and strategically envisioned the business value of our digital product.

### Freelance Graphic Designer

August 2019 - Present, Oakley, CA

- Partnered with small businesses to deliver tailored UI/UX, graphic, and web design solutions, elevating brand visibility and user engagement.
- Designed custom logos and branding elements in response to business inquiries, aligning each design with the company's core values and goals to enhance brand recognition and client satisfaction
- Produced print materials fully aligned with brand guidelines, ensuring 100% visual consistency across all assets.

### Operations Manager @ Moving Zoom

June 2019 - Present, Albany, CA

- Assisted over 1,000 satisfied businesses and families with moving needs such as loading, unloading, and disassembling various appliances.
- Analyzed and overcame logistical constraints across multiple projects, enabling the delivery of high-quality customer experiences and resulting in thousands of dollars in cost savings for our clients.
- Maintained approximately 99% 5-star reviews from customers I directly serviced in fast-paced and unpredictable work environments.
- Adapted to the customer's needs and concerns, ensuring that critical information was effectively communicated.

## CONTACT

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## EDUCATION

### California State University, East Bay

BA in Graphic Design  
Hayward, California

#### Dean's List

F2022 | S2023 | F2023  
**(3.8 GPA)**

## SKILLS

### Hard Skills

- Wireframing
- Prototyping
- User Research
- Usability Testing
- Branding & Identity
- Motion Design
- Vector Graphics
- Photo Editing
- Typography

### Soft Skills

- Collaboration
- Adaptability
- Attention To Detail
- Technical Problem-Solving
- Time Management
- Creativity

### Techniques

- Visual Communication
- Gestalt Principles
- User Flows
- Affinity Mapping
- Interpersonal Communication

## RECENT PROJECTS

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### **BTFY - Mobile Professional Event Planning App Prototype**

*Collaborated with a design team to invent a mobile app prototype*

#### Staff UX/UI Designer

- Interviewed 8 individuals who identify with underrepresented groups of people who have limited access to tech opportunities and resources.
- Compiled user insights and brainstormed potential features to include in the app's design, operating under the design sprint methodology.
- Dedicated 20% of project time to aligning stakeholders' needs with users' needs, resulting in a 30% increase in stakeholder satisfaction.
- Solely responsible for delivering a high-fidelity prototype that achieved a 95% user approval rating in usability tests and reduced task completion time by 15%.

### **Lunge Mobile Fitness & Wellness App Prototype**

*Fitness & wellness high-fidelity mobile app prototype inspired by Headspace*

#### Sole UI/UX Designer

- Built 47 screens and 26 interactive components in Figma, optimizing visuals for a high-fidelity prototype.
- Integrated user feedback from early-stage interviews, reducing design iterations by 70% and delivering a product 90% closer to user needs.
- Documented how user research inspired design decisions to provide flexible navigation and visually pleasing graphics, further covered in a case study.
- Developed comprehensive branding guidelines, resulting in a 65% increase in brand consistency across marketing materials.

### **Fresh Express Style Identity Guide**

*Brand identity booklet for food delivery service company*

#### Graphic Designer

- Designed original logo and documented instructional guidelines that highlighted print and digital specifications.
- Demonstrated creative thinking and market trend analysis to develop a unique product concept.
- Leveraged Photoshop and Lightroom to create realistic mockups that informed 50% of design decisions and optimized promotional content for the target environment.
- Utilized advanced InDesign features to design a visually appealing and functional style guide, for both print and digital audiences.

## SKILLS

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#### **Design Tools**

- Adobe Creative Cloud Suite
- Figma
- Adobe Premier
- Adobe After Effects
- Google Suite
- Miro
- Slack

#### **Development Tools**

- HTML/CSS
- Javascript
- VS Code
- Webflow
- WordPress
- Microsoft Excel

## CERTIFICATIONS

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#### **BRIDGEGOOD | 2024**

Certificate for those completing the UX Design Apprenticeship

#### **Webflow | 2023**

101 Certification

#### **Udemy | 2023**

Figma UI/UX Design Essentials Course Certification

#### **Udemy | 2023**

Master WordPress Quickly Course Certification