

Alex Taylor

Innovative Designer

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PROFILE

Creative and forward-thinking designer with a passion for building impactful, user-centric digital and physical experiences. Fusing innovative design thinking, technology trends, and strategic vision to deliver memorable results.

SKILLS

UI/UX Design Brand Identity Prototyping Design Systems Illustration Motion Graphics Creative Direction

EXPERIENCE

Lead Product Designer — **Blueworks Studio**
2019 – Present

Spearheaded design for digital platforms, collaborating with cross-functional teams to ship 12+ award-winning projects, and establishing scalable design systems.

UX/UI Designer — **Freelance**
2016 – 2019

Delivered creative solutions for startups and agencies globally, focusing on brand consistency, accessibility, and growth-driven design strategy.

PROJECTS

EcoApp ecoapp.io

Concepted and designed a sustainability platform adopted by 100K+ users; recognized for UI innovation by Design Week Awards 2023.

BriteIdentity Toolkit briteidentity.com

Developed a branding framework for entrepreneurs, resulting in 500+ launches of new visual identities worldwide.

EDUCATION

BFA, Graphic Design **Parsons School of Design** 2012 – 2016

Emphasis on design thinking, interactive media, and sustainable practices.