

ALEXANDER BRAGA

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I am a digital designer based out of Toronto, Canada.
My passion is creating products that enhance people's
everyday lives in order to create a meaningful future.

Education

Humber College
Bachelor of Industrial Design
2016-2020

Umeå University
Industrial Design Intensive
2019-Exchange Semester

Humber College
Design Foundation
Ontario College Certificate
2015 -2016

Skills

Figma
XD
Sketch
User research
Wireframing
After Effects
Graphic Design
Industrial Design
UI Design
Adobe Suite
User centred design
User testing
Prototyping

Experience

UX/UI Designer
Espress Labs - Toronto
March 2021 - Current

Creating solutions that outline design directions and their impact on business success metrics as part of new mobile and web applications for clients.

With over 300 retail stores across Canada, designed and shipped Castle's retail website and mobile app.

Designed user interfaces and user experiences using tools such as Figma, Figjam, and Sketch. Assisted developers in creating technically viable design solutions within the given project timeline.

Product Designer
NeuronicWorks - Toronto
2019 Intern

Lead and assist the senior design team in conducting research, prototyping, usability testing, designing web and mobile platforms to maximize the quality of user experience and engagement.

Using tools such as Figma, sketch, and whiteboarding sessions, develop and collect UX information through journey mapping, user personas, and information architecture.

Collaborated with the marketing team to design and develop brand identity and guidelines.

Achievements

Volunteer
June 2022 - Current
Program Advisor - Design Foundation
Humber College