



Alexander Morales-Sang

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DESIGN APPS

- Photoshop
- Illustrator
- Indesign
- Dreamweaver
- After Effects
- Final Cut Pro
- Premier
- Figma

TECH SKILLS

- HTML/ XHTML
- CSS3
- Wordpress
- Proprietary CMS
- Drupal
- Joomla
- PHP & MySQL

DESIGN EXPERTISE

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

DELIVERY

- 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.

EXPERIENCE

2017-PRESENT

Puerto Rico Science, Technology, and Research Trust

Lead Graphics Designer

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

2001-2004

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.

1996-2001

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

Achievements:

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