



**Alexander Morales-Sang**

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## HIGHLIGHTS

### Senior UX/UI, Product, Brand and Graphic Designer

I design intuitive, high-performing digital experiences that connect user needs with business goals. With over 20 years across UX/UI, product, brand, and graphic design, I turn complex ideas into clear, scalable solutions that build trust and drive growth. Bilingual in Spanish and English.

## 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	●●●●●●●●

## CORE COMPETENCIES

- Product, UX & UI Design
- User Research, Testing & Journey Mapping
- Design Systems & Scalable UI Architecture
- Mobile-First, Responsive & Adaptive Design
- Cross-Platform Experience Optimization
- Brand Strategy, Identity & Experience Design
- Graphic Design & Visual Communication
- Web Design & Front-End Collaboration
- Digital Marketing & Campaign Design
- Print & Environmental Design

## EXPERIENCE

### Senior UX/UI Designer Mistr, Inc.

2025-PRESENT

Lead product design strategy and user experience initiatives across digital platforms focused on healthcare accessibility, user trust, and community engagement. Collaborate closely with Product, Engineering, Marketing, and Executive teams to translate business objectives into intuitive, scalable, and high-impact digital experiences.

- **UX Strategy & Product Vision:** Define user flows, information architecture, and interaction models aligned with growth and retention goals.
- **UI Design Systems:** Develop and maintain scalable design systems, including components, tokens, accessibility standards, and visual guidelines.
- **End-to-End Product Design:** Lead wireframing, prototyping, high-fidelity UI design, and usability validation for web and mobile platforms.
- **User Research & Testing:** Conduct user journey mapping, usability testing, and iterative refinement based on qualitative and quantitative insights.
- **Cross-Functional Collaboration:** Partner with Engineering and Product teams to ensure seamless design implementation and technical feasibility.
- **Brand & Visual Alignment:** Ensure cohesive visual language across product touchpoints while reinforcing brand trust and clarity.
- **Performance Optimization:** Analyze user behavior metrics to enhance conversion rates, reduce friction, and improve engagement.

#### Achievements:

- Led major UI/UX enhancements that improved onboarding flow efficiency and increased user activation rates.
- Designed and implemented a scalable design system that reduced development turnaround time and improved consistency across products.
- Elevated the overall product experience through data-driven UX improvements, contributing to measurable growth in retention and engagement.

- Streamlined collaboration between Product and Engineering by establishing clear design documentation and handoff workflows.

### Lead Graphics Designer Puerto Rico Science, Technology, and Research Trust

2017-2024

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.

### Art Director/Partner Alius Inc.

2004-2017

Oversee creative direction, online development, and business operations for a branding firm and urban vehicle brand. Led a team of designers and developers.

- **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.

## EDUCATION

**BBA Information Systems**

3.8 GPA Suma Cum Laude

Sacred Heart University, Puerto Rico.