

# Alexander Lloyd

## Product Designer

### EXPERIENCE

#### **Product designer/front-end developer**

Crisalix

Mar 2016 - Present. Barcelona.

Direct collaboration with the CEO, product owners, doctors (end-users) and other stakeholders. Gathering of user requirements. Creation of low/high fidelity wireframes, information architecture, functional prototypes, draw up solutions. Definition of the UX/UI design of 3D imaging software for the healthcare sector. Design and development of web/native applications. Definition of design systems.

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Barcelona, Spain

#### **Industry Knowledge**

Product Design

User Interface

User Experience

Interaction Design

Wireframing

Rapid Prototyping

Design Research

Front-end development

#### **UI/UX designer/front-end developer**

Machinas

Jan 2013 - Mar 2016. Barcelona.

Definition of user journeys and information architecture. Conceptual definition with wireframes and functional prototypes. Generation of new ideas through research and brainstorming. Design and development of responsive solutions for ecommerce websites of companies such as Hugo Boss, Takko, Esprit, Escada & Jack Wolfskin. Definition/maintenance of design systems.

#### **Tools & Technologies**

Figma, Sketch, GitHub, Photoshop, Illustrator, Premiere, Invision, Google Analytics, Atom

#### **Graphic/Web Designer and front-end developer**

Arista

Jun 2011 - Jan 2013. Madrid.

Graphic/web design and front-end development for clients such as ONCE, Famosa, Carné Joven, Spanish Royal Family, Warner Brothers.

#### **Other Skills**

HTML, SASS, CSS, jQuery, Javascript

### EDUCATION

#### **User Experience Design, Lettering**

BAU, Barcelona

#### **Languages**

English (native)

Spanish

#### **Graphic and Typography design**

SeeWay, Barcelona

#### **Social**

alexlloyd.es

<https://www.linkedin.com/in/alexlloyd/>

@alx\_lloyd

#### **Photography**

MadPhoto, Madrid. Fugaphoto, Barcelona

#### **JQuery Course for web designers**

CICE, Madrid

#### **Interpretation (Spanish <→ English)**

Calamo & Cran, Madrid

#### **Advanced Web Design**

Aula Creactiva, Madrid

#### **Photoshop, Illustrator, Web Design, JavaScript**

Crea Formación, Madrid

#### **Translation (ES-EN, EN-ES)**

Universidad de Granada

#### **Bachelor's Degree in IT and Spanish**

University of Wolverhampton, UK