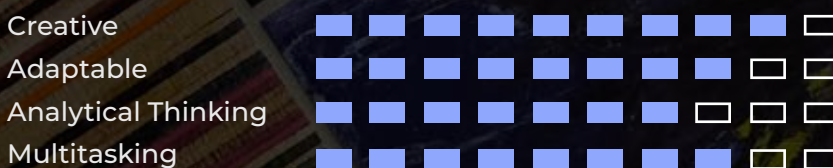




# ALEX BRADLEY VAN WYK

## PERSONAL SKILLS



Follows the human-centered design theory inspired by the Innovation Design Engineering Organization (IDEO)

UI / UX Designer currently based in South Africa, Pretoria

Half Developer / Half Designer unicorn that always want's to learn more about the online universe. computers & technology come as second nature to me as I have been using them almost my entire life - since the age of 3 years old when I used my Dad's PC with Windows 95 on it to play DOS games, I have always had a passion for technology and the many ways it can be used to turn ideas into reality - this continues into my love for gaming which I do a lot of in my spare time, mainly online competitive games & intricate adventure games.

## DESIGN & DEVELOPEMENT TECH STACK



## SOCIAL MEDIA

- /alex.b.vanwyk
- /alex-van-wyk
- @alex\_van\_wyk

## LANGUAGES



<https://alexbvanwyk.co.za/>

## WORK EXPERIENCE

**FLINT STUDIO - DIGITAL DESIGNER** JULY 2018 - PRESENT

Responsible for creative ideation, designing all things digital from the web & social to mobile, understanding user experience & how the user interface plays its part in the overall product experience.

**ISOBAR - FREELANCE INHOUSE DESIGNER** JANUARY 2018 - APRIL 2018

I Worked in an open-space innovative work environmnet reporting to the Art Director & working closely with copywriters & designers on conceptualization for marketing campaigns for Strettons Gin, Nivea MEN, Estee Lauder, Mercure Hotels and more..

**HELLO GROUP - GRAPHIC DESIGNER** SEPTEMBER 2017 - DECEMBER 2017

A creative who is capable of analytical thinking, customer-focussed, community-centric, inquisitive, creatively passionate, and is constantly pushing the boundaries to come up with new ideas and approaches to problem-solving.

**INSIDEDATA - UX/UI DESIGNER** OCTOBER 2016 - OCTOBER 2017

Define interaction models, user task flows, and UI specifications. Communicate scenarios, end-to-end experiences, interaction models, and screen designs to stakeholders. work with creative directors and visual designers to incorporate the visual identity of the platform into our clients features. Develop and maintain design wireframes, mockups, and specifications as needed.

**TECHSTARS - DESIGN ASSOCIATE** APRIL 2016 - JULY 2016

A creative creature skilled in various design applications featured in the Adobe Master Collection and a distinct way of capturing the essence of any brand worked with. Implementing successful Search Engine Optimisation campaigns with the knowledge gained from completing several Google Analytics and Google Adwords Academy courses.

**AVARO (PTY) LTD - WEB DESIGNER** APRIL 2015 - FEBRUARY 2016

Responsible for Brand development, web site traffic growth, web UI and advertising revenue. Developed brand strategy and statistics systems. Search Engine Optimization and Implementation. Keyword Research. Web/Graphic Design. Content writing / Blog writing.

## EDUCATION

- |          |                                |
|----------|--------------------------------|
| MAY 2016 | Blockchain Academy             |
| FEB 2016 | 5FM Radio Station - Internship |
| AUG 2015 | Google Academy - Analytics     |





# ALEX BRADLEY VAN WYK

## REFERENCES

### ISOBAR

ADRIAAN STEYN  
Creative Director  
Isobar South Africa  
Adriaan.Steyn@isobar.com

### TECHSTARS

JESS WILLIAMSON  
MANAGING DIRECTOR  
TECHSTARS  
jess@techstars.com

### INSIDEDATA

Charl Meyer  
Art Director  
INSIDEDATA  
charl.meyer@insidedata.co.za

To Whom It May Concern,

As A creative creature I am profecient & confident in my experience using the full Adobe Creative Cloud Suite, I believe that the heart of every project I undertake is the human's I am designing for.

My passion is to design digital user experiences through human centered design & meaningful interactions.

As a natural in using the Adobe Creative Cloud Suite, recently focused on Adobe XD for prototyping websites/mobile apps before development. I have designed & developed product/services for clients/consumers of all sizes, specializing in creating stylish, modern websites, UI/UX services & innovative mobile App user interfaces.

Client collaboration is important to me. It is the partnership we forge that results in exceptional work. I have experience with a variety of clients across a wide range of personalities, sectors & disciplines.

With a deep understanding of brands, new media channels and emerging tech, I help brands and innovators harness web technologies to open up new sources of value.

The word "Sophistication" has come to mean a few things, but its original definition was "to denature, or simplify".

Today the word it is commonly used as a measure of refinement displaying good taste, wisdom and subtlety. I follow this thought process when developing/designing products for my clients.

Thank you

Alex B. van Wyk

*Alex Van Wyk*

<https://alexbvanwyk.co.za/>