ALEX DALE / DESIGNER / T + (61) 431 939 366 / HI@ALEXDALE.CO

ALEXDALE.CO

BACKGROUND

With over 6 years experience in the commercial design industry, I am a multidisciplinary designer specialising in brand identity and digital design.

In my free time I love to take photos, plan my bucket list and play basketball.

EXPERIENCE

HAVAS WORLDWIDE / DIGITAL DESIGNER / FEB 2016 - PRESENT

My role at Havas Worldwide has me across all digital output of the agency, with my primary focus on website design. Working closely with UX specialists and the development team, I am also responsible for maintaining high usability standards end to end on any product.

BANG / DESIGNER / NOV 2015 - FEB 2016

Bang is a boutique branding agency. Working on brands mainly within the IT industry, my role at Bang had me focused on branding, website design and concept development.

REBORN / DESIGNER / JUL 2014 - NOV 2015

REBORN is a creative agency based in Chippendale. As a designer at REBORN I was responsible for developing brand identities, campaign look and feels, web design and ensuring very high standards across all output and designing a high volume of collateral.

PHILBOSS DESIGN / DESIGNER / FEB 2014 - JUL 2014

Phillboss Design works alongside a diverse range of clients producing brands and websites. My role was to develop and design said brands/websites. I worked on projects in the health, finance and cosmetics industry during my time and focused on branding, web design/ development and product photography.

EXPERIENCE CONT.

MADE IN KATANA / DIGITAL DESIGNER / JUL 2013 - DEC 2013

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Made In Katana is a digital entertainment agency working across a broad area of the entertainment industry. During my time I worked on various projects across the digital spectrum, including branding, web design and print design.

EXPONET / GRAPHIC DESIGNER / AUG 2010 - SEP 2012

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As a fast moving company with new shows every week this role demanded a great attention to detail, organization and collaboration with industrial designers, printing houses, stage/stand builders and account managers to ensure the final product lives up to the standards of ExpoNet and the expectations of the client.

EDUCATION

DESIGN CENTRE ENMORE / 2013 - 2014
ADVANCED DIPLOMA - GRAPHIC DESIGN & COMMUNICATION

GENERAL ASSEMBLY / 2015
USER EXPERIENCE DESIGN

SKILLSET

PRIMARY	SECONDARY	LEARNING
PHOTOSHOP	AXURE	JAVASCRIPT/JQUERY
INDESIGN	HTML/CSS	FRAMER
ILLUSTRATOR	AFTER EFFECTS	SKETCH
	PREMIERE PRO	
	DREAMWEAVER	