

Alex Ketch

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As a designer and developer with over six years of professional experience, I have a keen eye for aesthetics and usability, as well as breadth of technical knowledge. I strive to bring cohesive, people focused perspective to projects, with the ability for swift iterations—rooted in testing and feedback—to deliver a superior product.

Having worked in both independent freelance and full-time capacity, I take professional pride in my organizational skills, fluid integration with teams, and ease of collaboration. Through working with remote clients and teammates I have developed excellent communication skills, both in person and digitally.

When not working, I enjoy rock climbing, pursuing Functional Programming further in Haskell, and playing chess with friends.

EDUCATION

- BFA Graphic Design, California Institute of the Arts
- BTEC Graphic Design, Croydon College

SKILLS

- JavaScript/TypeScript
- React, Redux, D3, Node
- HTML/CSS
- UX/UI design
- Docker deployment workflows
- Versed in Sketch as well as all Adobe CS applications
- Project management, including writing project briefs and outsourcing work to freelancers
- Digital print production, press checks, screenprinting, and letterpressing
- Fluent in Georgian, English, and Russian.
Currently studying French

EXPERIENCE

DATALOGUE FE. ENGINEER & DESIGNER · MAY '17-PRESENT

- Led development, as well as design, of web client for internal microservices using *TypeScript*, *React*, & RESTful APIs. Notably:
 - Designed, developed, and user-tested a node-based data transformation pipeline tool using *React* and *D3*
 - Integrated with *ElasticSearch* & *PostgreSQL* databases to facilitate data driven workflows and views for users
 - Implemented and documented reusable component library using *Styled Components*
 - Provided product direction with a focus on usability and streamlining of desired user workflows
- Redefined brand identity across print and digital mediums, including development of new marketing website
- Interfaced with clients and managed projects to ensure successful deliveries

TRUMAKER CONTRACT DESIGNER & DEV · '14-MAY '17

- Helped launch several new products by designing and coding editorialized landing pages
- Created bespoke CSS framework & documentation
- Led migration of old websites to new brand design
- Coded responsive email marketing campaign templates

MILASYA INC. UI & UX DESIGNER · SEPT '14-JULY '15

- Created identity, wireframe, interface designs, interaction prototypes, and user research for mobile dating application
- Participated in Collision Conference '15 in Las Vegas

PAST CLIENTS INCLUDE · '10-'17

Bandzoogle · Front End Engineer contractor
Designed & implemented theme for proprietary site builder

Unito · Web design contractor
Implemented dynamically generated marketing page

Machine Project · Poster designs
Posters have since been acquired by the Los Angeles Museum of Contemporary Arts.

SMOG Design, Inc. · Design intern
Contributed to work for artists such as Katy Perry, Michael Bublé, Avril Lavigne, and Regina Spektor

British Georgian Chamber of Commerce · Marketing designer
Newsletter and informational brochure designs

and others...

Full curriculum vitae and references available upon request