

# Alex Ketch

www.ketch.co  
alex@ketch.co  
(778) 938-2489  
Montréal, QC

## ALEXANDER KETCHAKMADZE

As a freelance designer and developer living in Montréal, I've built a career spanning more than eight years by helping startups across the world bring software products to market.

I enjoy working in hybrid design/engineering roles, as they allow me to tackle problems holistically. With a keen eye for aesthetics and usability, I strive to deliver a superior product through an iterative process grounded in user feedback.

Away from the computer, you'll likely find me woodworking, rock climbing, or playing board games with friends.

## SKILLS

- TypeScript/JavaScript
- React, WebComponents (Stencil JS)
- HTML/CSS
- Accessibility (a11y) & performance optimizations
- UX/UI design
- User interviews
- Project management
- Event and webinar presentations
- Fluent in English and Georgian. Conversational in Russian. Advanced beginner in French

## EDUCATION

- BFA Graphic Design 2010–2014, CalArts, US
- BTEC Graphic Design 2008–2010, Croydon College, UK

## EXPERIENCE

### STENCILA

Software Engineer & Designer

MAR '19–MAY '22

As part of a very small and globally distributed team, I worked primarily with TypeScript, WebComponents, and NodeJS. Notably:

- Designed and built framework agnostic UI components for interacting with executable research articles for several leading scientific journal websites
- Designed and implemented a Google Docs extension for interacting with backend and executing code via RPC calls
- Wrote and conducted user interviews/tests to inform product roadmap
- Helped run the application Kubernetes cluster, implementing auto-scaling load testing using K6 to satisfy customer contract requirements
- Designed and implemented desktop client to interface with backend using ElectronJS
- Represented company at 10+ webinars

### AVANSAL

Freelance Designer & Developer

JAN '21–MAY '22

Helped define company identity and initial product requirements for a bootstrapped recruiting platform.

- Created logo, brand identity, marketing website, and SAAS product UI/UX design
- Collaborated on development of product MVP using TypeScript, React, NextJS, and Hasura
- Advised on and implemented marketing instrumentation, including email templates and analytics platform

### DATALOGUE

Front-End Engineer & Designer

MAY '17–MAR '19

Led development, as well as design, of web client for internal microservices using TypeScript, React, and 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
- Built data pipeline queue management CLI app processing ~300GB of data a day for ~2 months
- Redefined brand identity across print and digital mediums, including development of new marketing website
- Interfaced with clients and managed projects to ensure successful deliveries

## PAST CLIENTS

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'10-'17

**Bandzoogle** · Front-End Engineer contractor

Designed & implemented theme for proprietary site builder

**Unito** · Web design contractor

Implemented dynamically generated marketing page

**Trumaker** · Design & Front-End Engineer contractor

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.

**Milasya Inc.** · UI & UX design contractor

Created identity, wireframe, interface designs, interaction prototypes, and user research for mobile dating application. Manned booth at Collision Conference '15 in Las Vegas

**SMOG Design, Inc.** · Design intern

Contributed to work for artists such as Katy Perry, Michael Bublé, Avril Lavigne, and Regina Spektor

*and others...*

Full CV and references available upon request