

HELLO

I'M ALEX KASMARA. LET'S CREATE SOMETHING AWESOME!
YOU KNOW YOU WANT TO.

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SKILL SETS

- Sketch
- Adobe Creative Suites
- HTML and CSS
- UX/UI Design for responsive sites and mobile apps
- Prototyping
- User research and user testing
- Accessibility and user empathy
- Wireframing and conceptualizing of sites and interactive applications
- Assisting clients' with their concepts and ideas regarding requirements, specifications and branding/presence
- Designing and developing marketing emails
- Print designs for business cards, banners, brochures, advertisements and packaging
- Provide leadership through empathy, transparency and inspiration
- Managing and mentoring new designers
- Ability to meet deadlines and rally the troops when needed

EDUCATION

- SHERIDAN COLLEGE (2002-2003)**
- Interactive Multimedia
 - Post Graduate Diploma, Sheridan Scholar
- RYERSON UNIVERSITY (1994 - 1998)**
- Graphic Communications Management
 - Bachelor of Technology

WHAT ELSE?

- Creative, flexible and reliable
- Collaborative and team-oriented
- Friendly, charming and makes a mean Old Fashioned
- Awesome sense of humour
- Great cook but so-so baker
- Mystery reader
- D&D beginner ("Storm the castle!")

WHY ME?

I have been working in the digital and interactive field as a UX/UI designer for many years and during that time I have been a key player on many different projects which range from financial institutions, educational institutes, animation studios and everything in between. With that being said, I am still passionate to learn new things and expand my skills.

In addition, I enjoy collaborating with the people to come up with new creative ways of approaching projects. I like being able to motivate others as well as myself, and look forward to working with people to find opportunities in making something awesome.

EXPERIENCE

SUN LIFE FINANCIAL

• Senior UX architect | Toronto | 2018 - Present

Supporting and improving the digital experiences for Sun Life Group Benefits members within Canada. Creating holistic and accessible end-to-end user journeys with both member and business needs in mind. Ensured Sun Life standards, patterns and best practices while validating the work through user testing and research. Worked collaboratively with fellow team members to conceptualize and prototype ideas for implementation on Sun Life's responsive secure website and mobile app.

70 MAIN STREET INC.

• Senior interactive designer | Toronto | 2010 - 2017

Designed from concept to completion websites, mobile apps and specialized marketing e-mails for large to mid-sized clients with a focus on brand awareness, functionality, and aesthetics. Collaborated with the development team to build, code and review diverse interactive digital media products. Contributed knowledgeable support to different project managers to meet client needs, expectations and strict timelines. Provided leadership and mentoring to junior design team members on various projects requiring design initiative.

ORBIS COMMUNICATIONS

• Senior web designer | Hamilton | 2005 - 2010

Full ownership of the design process for education and non-profit clients whom I worked closely with to surpass their expectations and ensure their vision. Worked along-side developers to build, maintain and update client sites.

XENOPHILE MEDIA (CONTRACT)

• Web designer | Toronto | 2004 - 2005

70 MAIN STREET INC. (CONTRACT)

• Web designer | Toronto | 2003 - 2004

INCUBATION INTERACTIVE (CONTRACT)

• Web designer | Toronto | 2001 - 2002

WORLD WIDE WEB INSTITUTE

• Team leader & web designer | Toronto | 1999 - 2001