

Hey there, my name is Alex.

I'm a graphic designer, front end developer, copywriter and sandwich enthusiast. I solve problems using elegant and functional design, and would relish the opportunity to bring my skills to your team.

I create content for print and digital, but my value as a designer comes from understanding where the two diverge into unique disciplines and how to design appropriately for both. I believe in pixel-perfect design and clean code. Bad kerning keeps me up at night.

I believe in sweating the small stuff, but only in service of the bigger picture. From following brand styleguides effectively to ensuring that final deliverable files are labelled, filed and organised correctly, I do my best to ensure that projects are smooth and efficient.

More importantly I bring an unquenchable, relentless passion for knowledge and experience to the table. I live for a challenge and will pursue my goals until they are completed to the very highest standards.

I am a team player; personable, easy-going and good humoured. A tight-knit team atmosphere excites me. I enjoy collaborative work, and I will give you the very best I have to give from day one. Let's make some cool stuff together!

Your Pal,
Alex Clarke

EMPLOYMENT**Rocketship Media***Freelance Unicorn*

Nov 2016 - Current

- Managed accounts, coordinated with suppliers and delivered high quality design solutions to businesses.
- Worked with small and medium organisations across Australia including Wesley College, Monde and Mindsatwork.

Intranet Solutions*Design and Development*

June 2018 - Current

- Created platform-specific marketing content and assets for social media, professional networks and the company website.
- Designed and implemented document templates for use with clients both prospective and existing.
- Extended the core brand with a library of icons and illustrations.

Full disclosure: RDKS and Intranet Solutions are the same entity, but my role expanded to include marketing and support components post-rebrand.

RDKS*UI Developer*

Jan 2017 - June 2018

- Rebuilt the company website with Wordpress.
- Created wireframes, userflows and UI mockups for handoff to development teams. Worked closely with developers to plan, develop and release custom intranet applications.
- Restyled large sections of the core application theme to decrease configuration time and increase usability.

Jalapeno Creative*Designer & Developer*

April 2013 - Nov 2016

- Developed brands, collateral, digital solutions and national campaigns.
- Worked with tight deadlines to create high quality solutions quickly.
- Collaborated with nationally recognised organisations including the Royal Commission, Deague Group, John Holland and Jemena.

EDUCATION**Swinburne University***Communication Design*

2010 - 2013

- Studied design for print and digital, web development, typography, motion graphics, animation and marketing strategy
- Focussed primarily on multimedia and digital design.
- Created and produced booklets and magazines.

Caulfield Grammar*Big Nerd, Student*

2003 - 2008

- Earned Cert. II in Multimedia and Cert. III in Information Technology.
- Developed close personal relationships with the sport department staff due to relentless exercise-related truancy.

BIRTH**Monash Hospital***Lil' Baby*

October 1990

- Successfully launched after 9 months of in-house development.
- Comprehensively tested liquid and pureed nutrition sources.
- Liaised with medical professionals and established close personal relationships with my colleagues.
- References available on request.

MAD SKILLS

Systems & Platforms

Proficient in the Adobe Creative Cloud, Figma, Sketch & Microsoft Office Suite. Platform agnostic - completely comfortable in both Mac and Windows operating environments.

Dynamism & Flexibility

Confident designing for both screen and print, and aware of the unique constraints for both mediums. Capable of writing elegant copy for web, print or presentation, and can comfortably articulate ideas in front of large (or small) groups.

Code & Development

Fluent in HTML and CSS. Experienced with custom Wordpress theming and development. Capable in composing jQuery and PHP. Familiar with task runners (Gulp), SCSS and GIT.

Insight & Experience

Experienced as a front end developer, passionate about creating elegant layouts for digital platforms. Development savvy provides unique insights into collaboration and discussion with development teams.

EXAMPLES

Jasper Living | jasperliving.co.nz

A website for a luxury New Zealand property developer. Built with Wordpress.

Bond Cardiology | bondcardiology.com.au

A reliable, easily navigable website for a Ringwood based Cardiology business. Leverages multiple custom post types and unique metafields to transform Wordpress into a fully fledged CMS platform.

FOMO | fomoalerts.net

Branding, illustration and identity design for a Melbourne based communications app.

Floorcon | floorcon.com.au

Branding and UI design for a commercial flooring organisation located in Melbourne's west. Developed in conjunction with Data & Digital consulting.

Let's get this party started.

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What is this the '90s?

LOCATION

Caulfield North