



Alex Filippone

Digital Strategist & Designer

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EXPERIENCE

Huemor Designs

Digital Strategist Aug 2017 - Present

- Conduct research to develop brand profiles and customer avatars
- Lead discovery process to kick off client relationship and project
- Collaborate with clients to identify problems, goals and KPIs
- Define and actualize digital marketing strategies aligned to brand and marketing objectives
- Analyze web metrics and suggest solutions to increase key metrics
- Develop sitemaps, IA and user flows & journeys
- Research and evaluate 3rd party solutions to address client problems
- Collaborate with design and development team to implement digital solutions

Huemor Designs

UI/UX Designer 2014 - Aug. 2017

As a Designer I researched & organized data, created wireframes, sitemaps, user personas and journeys, prototyped and designed B2B and B2C responsive websites for various brands. Worked with project managers, copy writers and clients throughout the creative process to create experiences that achieved business goals and addressed users' needs. Coordinated with developers to ensure design and functionality.

EDUCATION

SUNY Old Westbury, 2011-2014

B.S, Visual Arts: Electronic Media

NOTABLE CLIENTS

NBCSports, American Crew, Magnetic

FEATURED

Design Taxi- Superheros in the Workforce

Canva - Website Color Schemes

AWARDS

2016

Communicator Awards Silver - Arkadium

Communicator Awards - NBCSports

2015

Davey Award - Summit MFG.

TOOLS

Photoshop, Illustrator, InDesign, After Effects, Sketch, Invision, Principle, Field Notes & Pen