

Alex Simansons

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PROFESSIONAL SUMMARY

I am a pragmatic, versatile graphic designer with over 14 years of experience in agency, corporate and independent settings. This eclectic background has cultivated expertise in almost every medium, including branding, UI/UX design, presentations, social media, packaging, environmental signage, video editing, and more. My process places deep emphasis in inclusive research, diving into every nuance around audience psychology and industry market forecasting, to ensure that every creative solution produced drives the overall strategy. Wherever I end up, I aim to integrate into my role, at whatever capacity will most effectively foster authentic connection with clients and colleagues.

WORK EXPERIENCE

Visual Brand Director

03/2024 - Current

Amagaya - Sustainable Development

- Designed and developed the visual identity systems of the brand and directed it's implementation across all touch-points.
- Executed the creation of all supporting design collateral i.e. website, social media, presentation decks, signage and internal docs.
- Worked collaboratively with executive personnel and have lead teams of creatives to execute the holistic brand and marketing strategy initiatives while managing assets and timelines.

Visual Design Lead & UI/UX Specialist

08/2022 - 01/2024

Charles F. Bolden Group - Space & Aerospace Consortium

- Established the visual brand identities for all 4 subsidiary companies across space/aerospace, natl. security, and ai software sectors.
- Designed all supporting materials across digital and print mediums, each adhering to distinct brand guidelines.
- Managed relations with several partner vendors including web and app development teams, print companies and event planners.

Senior Graphic Designer & Art Director

07/2016 - 06/2022

Social Capital (SoCap) Agency

- Rose from entry level associate designer to senior design lead / art director in 2 year span.
- Collaborated closely with stakeholders, holding discovery briefings, conducting field research, presenting creative concepts, aggregating feedback / metrics, managing design assets and on-going client relations.
- Project deliverables included logo design and brand systems, website UI and UX, digital marketing creative, print design and more.
- Worked with a very diverse array of clientele across a multitude of industries, many of which included travel / hospitality, consulting, health / wellness brands, real estate / architecture and cyber security.
- Gained recognition for "Most Innovative Brand Identity" from Google for my work on Nereus Cloud Security Systems.

Freelance Designer

03/2012 - Current

Simansons Design

- As the sole proprietor, I am responsible for every phase of operations including; client acquisition, project / contract management, research / conceptualization, design execution, vendor relations, and ongoing asset management.
- This has been my constant since graduating from college having found my footing and developed my design business acumen through intimate correspondence with clients.
- Worked on logo design / brand development, UI / UX design, brochures, packaging, presentation decks, trade-show signage, social media, digital ad creative, merchandise / apparel, video editing across a very diverse scope of industries.

SKILLS

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|------------------------|-----------------------|-----------------|-----------------------------|
| • Adobe Creative Cloud | • Adobe Acrobat | • Brand Design | • Project Management |
| • Adobe Photoshop | • Power Point | • UI & UX | • Digital Marketing |
| • Adobe Illustrator | • Figma | • Art Direction | • Research & Analytics |
| • Adobe InDesign | • Wix Studio | • Layout Design | • Team Collaboration |
| • Adobe Premier | • Monday/Asana/Trello | • Typography | • Presenting Ideas/Concepts |

EDUCATION

Bachelor of Graphic Design (BFA) + Minor in Information & Shared Technology

Graduated: 05/2012

Colorado State University: Fort Collins CO, USA