



# SIMANSONS DESIGN

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## Objective

// Though I have accumulated experience in virtually every role in the design world from grunt to art director, I am ready and willing to step in wherever needed and play an integral role within a creative team. Strong graphic design must convey the essence of a its subject, while evoking the appropriate emotive response. This is my foundation, creative progression is my drive. //

## Experience

**SoCap Agency**  
Lead Designer / Art Director  
Jan 2017 - Present

Known as "Social Capital Agency", we cover everything from design, production, PR, consulting and digital marketing. As a partner and founding member, I was given the opportunity to really own my role and be a leader. Before long I was a central fixture of customer relations on all levels as well as directing small creative teams across disciplines.

A typical scope of work within an account begins with initiating the brand through an extensive research and analysis phase in conjunction with the execution of the logo design package. From there we focus on creation of collateral in all forms and how it will integrate with the overall campaign along with UI and UX design of the website. I have worked with some very high profile companies as well as independent, obscure "pet-projects"... much of which you just can't make up.

**Simansons Design**  
Freelance Designer  
Sept 2012 - Present

I am the sole designer and proprietor, responsible for every phase of operations. This encompasses contract and budget to concept, execution and roll-out. I have worked with a very wide variety of clientele within virtually every medium of design.

**Aqueous FinTech**  
Chief Information Architect  
Jan 2020 - Nov 2021

Information Architect is essentially an alternate title for UX Strategist. It was my responsibility to aggregate all of the parameters around what the platform needed to include as it related to interplorable, multi-jurisdictional compliance in the global economy and map out how this would translate to a user friendly application interface.

**RevvedUp Digital**  
Graphic Designer  
May 2016 - Oct 2016

I designed a range of promotional and informative material within the realm of digital marketing and ad-buying. This included info-graphics, iconography, website banners and multi-page whitepapers while adhering to established corporate brand guidelines.

**Xtensive Strategy**  
Jr. Designer  
Jan 2016 - Dec 2016

Xtensive Strategy was a boutique, full service agency emphasizing a holistic, collaborative approach to marketing. I carried out mostly branding projects for small businesses, followed by unique collateral pieces, both print and digital.

## Skills

BRANDING PRINT DESIGN  
Marketing DESIGN </web> typography  
APPAREL DESIGN illustration

- adobe illustrator  
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- adobe photoshop  
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- adobe indesign  
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- branding  
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- web UI/UX  
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- illustration  
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## Education

Colorado State University

- .Bachelor of Fine Arts (Graphic Design)
- .Minor in Information and Shared Technology