

Alexander Sweet

Resume

Product and Brand Designer

CONTACT

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BASED IN

Detroit, Michigan

SKILLS

Product Design (UI/UX) - prototyping, design systems, UX research, low-high fidelity screens, presentations, etc.

Branding, Logos, Icons, Type Design, Code (HTML, CSS, JS), Photo + video work, Vector Animation

BIO

Hello, I'm a *multi-disciplinary designer* with a focus is in *UI/UX*, designing functional and aesthetic interfaces that work simply and intuitively *in accordance with the needs of the people who use them*. I have had plenty of opportunities to do this in my role as a Senior Product Designer at IBM. Outside of my 5+ years in product design I have worked on numerous *branding projects*, designing both ex-nilo with full control from the start and *working to extend and apply established identities*. I've worked on *food packaging* projects and printed multiple *books and publications*. I've designed and produced ~3 fully functional and commercially viable *typefaces*, including those used on this resume. I've *coded proofs of concept* to demonstrate complicated bits of functionality; *going beyond typical prototyping capabilities* in design apps like Figma. I've designed a dozen or so personal websites the old fashioned way (*HTML, CSS, JS*). I've *written functional copy for digital products* and come up with *tag-lines for brands*. I've designed and *animated dozens of vector logos and icons* for use in branding projects. I've used my *formal training in illustration to add charm to brands*. I've recorded and edited *dozens of videos*. I've created and maintained multiple *design systems* and I've *photographed plenty of events* and restaurants when there was no one else to do it. My latest project is *photographing the streets of the countries I visit around the world*, with the long-term goal of creating a multi-volume printed series of reflections and photo journal content.

Experience

COMPANY	ROLE 2	FROM	DESCRIPTION
IBM ix	Sr. Product Designer	Jun '21—Oct '24	During my tenure at IBM I worked with myriad corporate clients designing complex software used primarily to help manage their internal processes. These projects included a flight rebooking tool for United, a way to track supply chain for Toyota, a new intranet for Google and Discount Tire, and a customer portal for Shell Polymers.
WORK EVIDENCE	ROLE 1	FROM	
(1) (2) (3) (4)	Product Designer	Jun '19—Jun '21	

COMPANY	ROLE	FROM	DESCRIPTION
Self-Employed	Freelance Designer	Since 2015	Freelance work for several small clients across branding and illustration and some newer product design work. Although my focus has shifted to product design I still happily take on freelance branding projects that I deem particularly cool.
WORK EVIDENCE			
(1) (2) (3) (4)			

COMPANY	ROLE	FROM	DESCRIPTION
Movement Climbing	Brand Designer	Sep '17—Jun '18	In this role I was responsible for the design of monthly collateral spanning multiple locations and departments including social media upkeep and strategy, event branding and marketing, monthly newsletters, website maintenance, as well as day-to-day production and brand strategy.

School and more...

SCHOOL	ONLINE COURSES	SOFTWARE SKILLS	LANGUAGES
Bachelors of the Arts from the College for Creative Studies. Graduated 2017 Major: Illustration Minor: Graphic Design	I've taken dozens of online courses from SuperHi in my efforts to learn to code my own websites. CERTIFICATIONS Design Thinking Practitioners Badge from IBM	Figma, Sketch, (all UX programs) Adobe: Illustrator, Photoshop, InDesign, AfterEffects, Lightroom Microsoft Office HTML5, CSS, Javascript Glyphs (type design) Mac OS Google professional tools Mapbox	English(native) Spanish(C1-fluent) French(C1-fluent) Portuguese(B1-intermediate) OUTSIDE OF WORK Travel, street photos, industrial techno, cumbia, bonsai, cook always

