

Alexander J Richardson

I am an innovative designer and developer with the intention to revolutionise the creative industry with unprecedented ideas.

I was Inspired to gain further knowledge and I passionately undertook a masters in Creative Technology at UWE.

For my dissertation I am researching into UCD solutions for interfaces and answer; "Which visual communication methods do users engage with through their on-screen experience?"

I studied a bachelors in Graphic Communication where I learned to create exciting ways to visually communicate complex ideas.

I produce unique experiences that are conceptually influenced by usability testing and contemporary design.

In 2015 I co-founded a startup in Gothenburg, and I now have a portfolio of clients for whom I create graphics, marketing and websites. I offer a multi-skilled service helping people grow their brands.

Enterprisingly I started my first company at the age of thirteen, where I painted and customised bikes.

Like how Frutiger is synonymous with typeface design I hope to be a household name designing interfaces. I hope to win awards, and create styles that are identifiable, while inspiring and contributing research.

Education

University of West England Creative Technology Msc 2018 - 2019

Practical learning by creating, applying and evaluating technological solutions in different creative contexts, including; programming, web technologies, user experience and machine learning.

Our projects range from developing apps, sound design, conceptual art, interactive design, and website development.

Norwich University of the Arts (2.2) Graphic Communication Ba 2013 - 2017

The program covered an array of design practices, including; UI, advertising, animation, and graphic design. Undertaking projects that conceptually communicate through branding, packaging, information design, film, contemporary art and animation.

I learned to question what I researched and how to critically review it, while working independently or in teams in order to produce creative, imaginative, commercial work to build my portfolio.

Suffolk New College Art Foundation Degree 2011 - 2012

Modules Included: Painting, Graphic Design, Fine Art, Fashion, 3D Design, Contemporary Art + Animation.

Suffolk College C+G Level 2 Certificate in Plumbing 2007 - 2009

A knowledge in principles of plumbing, cutting and bending copper tube and installing bathroom Suites.

St Albans High School GCSE 2002 - 2007

Art A, Media B, Graphic Design B, Maths B, French C, Science B B, English Literature C, English Language C.

Skills

Software + Coding

AfterEffects, Premiere Pro, Illustrator, Photoshop, InDesign, XD, Sketch, Invision, HTML, CSS, Javascript, Sass, C++, ReactJs, Bootstrap, AWS.

Additional Training

Interacting with autonomous and learning systems at Experience Design University, Siegen, Germany
Human computer interaction and Machine Learning, at Universiteit van Amsterdam

Transmediale Berlin - drawing out new connections between art, culture, and technology.

Javascript at Chalmers University Gothenburg, Sweden

Languages

Native English, Conversational French and Basic Swedish.

Hobbies

Painting, Graffiti, Animation, Film, Poetry, Guitar, Saxophone, Photography, Art Exhibitions, Live Music, Skateboarding, BMXing, Mixed Martial Arts, Boxing.

Personal Achievements

Sold 500 prints of my paintings in Paris + London
Commissioned for a selection of graffiti murals
Website prices risen by over 3000% since I started
Created a website for the famous grime MC - P Money
Created designs for famous Techno DJ - Seth Troxler
Brought a stranger back to life

Contact

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Experience

Maverick Media Graphic Designer + Creative Web Developer + UX Designer 06/2015 - Present

After my second year of university I took a year away from my degree to co-found a web development startup in Gothenburg. I set up the company with a software development student from Chalmers University. My artistic background allowed me to provide input like; typeface consideration and colour schemes, to create innovative user interfaces while learning to write code. I took these skills back with me to the UK in 2016, added marketing and graphic design to create a solo company. I now have 50 clients for whom I design graphics, create marketing material and develop websites. Some of my clients include; Seth Troxler, DC10, Sebastian Lyall and P Money. I offer a multi-skilled service, which helps business owners grow their companies.

Codewest UX Designer + Web Developer 09/2018 - Present

While completing my masters degree I was working part time as a designer and developer for Codewest - a enterprise studio of the Department of Computer Science and Creative Technologies at the University of the West of England. I have created a series of wire frames and begun development for the brand as well as spearheading and managing small teams of developers and working with them to bring my app concepts to life.

MPH UX Designer + Web Developer 04/2018 - 08/2018

Before starting my masters I completed a contract with a holiday company based in Bristol. I created user experience which is characterized by my belief that the parts of something are intimately interconnected with a holistic psychological and design purpose. I developed the frontend for three pages using advanced Javascript to communicate with an API while collaborating with the backend using GIT and Laravel Blade.

Lollipop UX Designer + Web Developer 02/2018 - 04/2018

A freelance project for a creative agency in Shoreditch specialising in immersive cocktail experiences in the East End. This project is great addition to my portfolio as I worked very closely with the conceptually creative CEO; Sebastian Lyall. The website I developed for Vinny - a wine subscription service is a great demonstration of my skills as a UX Designer as the website is visually beautiful while leading the user through a journey of temptation to trigger their purchase of this product.

Deeplake Digital UX Designer + Web Developer + Graphic Designer 06/2017 - 02/2018

I have contributed a significant amount to the company. My first project was to recreate and develop the company's website from scratch. If you view www.deeplake.co.uk:8080 you will notice that the way I design a website is through playful interactivity and contemporary design principles. I engage the user to supply an original user experience with nuances of animation. Whilst building the site I had the chance to practice my back-end database and security skills utilising PHP. The website contains a search engine, an un-hackable secure login and upload system while dynamically displaying data. I redesigned Deeplake's mobile application, taking an outdated product and morphing it into a contemporary commodity. I have also created a series of animations, which advertise Deeplake's products in a new sophisticated style. Other projects I have worked on include marketing material, advertising, and design.

East Anglican Daily Times Advertising 07/2011 - 09/2012

Before studying I was working full time for the UK's largest independently owned media company. At the age of 19 this helped with and confidence in the workplace. I worked on the digital team, an online version of the newspaper. In each role I would work closely with my clients and designers to aid in the design of clients ads. This allowed me to become familiar with traditional layout of print and digital advertising but more importantly this experience in sales taught about the psychology of how and why people purchase. I have found this extremely useful designing UX for ecommerce websites.

Three Mobile Sales 10/2010 - 08/2011

While working with 3 I reached over 100% of my target each week and at one point I was averaging 143% of my target. The atmosphere of working in a fun youthful tech environment inspired me to keep on top of the latest technologies, it showed me the ever-progressing industry of mobile technology. Working here gave me an in-depth insight into Apple and Android products.

Blue Square Marketing Marketing 06/2010 - 10/2010

I launched the Samsung Galaxy S in Essex and Suffolk. I was demonstrating this phone in mobile retail stores to customers and the employees. Working amongst the latest Samsung technology inspired me to be involved in technology. The vast array of gadgets from TVs to Fridges was my first interaction with The Internet of Things.