ALEXANDER BRADEN

UX Design // Video // Innovation

//EDUCATION

Savannah College of Art and Design, Savannah, GA
BFA in Interactive Design, March 2013

//EXPERIENCE

Interaction Designer 2015-present
frog Design, Austin, TX

Discover, understand, communicate, and design solutions that meet the business requirements of our clients, the emotional desires of their customers, and the context in which these two come together.

User Experience Designer 2013-2015
IBM Design, Austin, TX

Designing future experiences in the Application and Cyber Security vertical. I was responsible for the user experience of a new security product focusing on data protection and cloud application discovery, as well as defining the motion language for the portfolio.

Design Intern 2012
Draft Agency, Knoxville, TN

Appointed as Art & Production Assistant. Tasked with video editing, graphics, and assisting on location.

Advertising Director 2007-2009
Braden's Lifestyles, Knoxville, TN

In charge of media buys, art direction, and scripting for television commercials, bilboards, direct mailers, and web presence.

//SPEAKING

SXSW 2014
Austin, TX

Designed and facilitated an ideation workshop for 110 SXSW attendies titled Idea Vommiting. Took the group through research, ideation, and prototyping exercises with incredible results and rave reviews.

//COLLABORATION

Continental POLE Project 2013
Savannah, GA; Guadalajara;

Selected to work on a global virtual team (GVT) collaboration with students and faculty from partner universities working with Continental, a German automotive firm to design new means of driver communication.

Microsoft Inc. 2012
Savannah, GA

Selected to collaborate on a multidisciplinary team of designers. Directed by Microsoft Studios' Studio Manager and Producer to develop "A New Marketplace Experience".

//HONORS & AWARDS

Best interactive Installation Award
Intelechy, 2012

Dean's List Honors
2011, 2013

EXHIBITIONS

GDX Intelechy Exhibition
Savannah, GA, 2012

Zoo: An Interactive Design Exhibition
Savannah, GA, 2011

//SKILLS

Software: Sketch 3, Proficient in Adobe Creative Suite: Photoshop, Illustrator, Dreamweaver, After Effects, Premier, Flash, InDesign, Fireworks, Lightroom; Processing, Arduino, XCode, Wordpress CMS.

Languages: CSS, HTML, jQuery, Java-script, PHP, Processing, Arduino.

Design: Design thinking, sketching, wireframes, application and interface design, interface motion, prototyping, design research, front-end development, video concepting, shooting video, video editing, physical computing, innovation strategy, art direction, photography.