Alexander Jonovich

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Education

Bucknell University
2018-2020
Bachelor of Science (BSBA) in Markets, Innovation, & Design

Harrisburg Area Community College
2015-2018
Associate of Arts (AA) in Art & Design

Recognition

- Awarded Bucknell Community College Scholars Program full-ride scholarship
- Awarded Full-Ride Merit Scholarship for academic and extracurricular achievement
- Awarded Outstanding Transfer Program Graduate Award for outstanding achievement
- Dean's List (7 semesters)

Tools

Visual
- Photoshop
- Illustrator
- After Effects
- InDesign

Interactive
- Figma
- XD
- HTML/CSS

Hard Skills

- Visual Design
- Wireframing
- User flows
- Prototyping
- Branding

Soft Skills

- Design thinking
- Brainstorming
- Adaptability
- Active listening
- Collaboration

Experience & Projects

Marketing Specialist　　　　*Aug 2022 - Dec 2022*
HACCP Assurance Services

- Managed and expanded digital assets for multiple brand identities
- Designed and built website for new service launch
- Worked with small team to design and execute short-term marketing campaigns

UX Designer　　　　*Jan 2020 - April 2020*
Design Lab

- Led focus groups while researching future user experience opportunities in retail
- Identified dimensions of physical retail that are most important to Gen Z customers
- Developed ideas to improve the experience of retail through the use of modern technology

UI/UX Designer　　　　*Jun 2019 - Mar 2020*
Pinguin

- Engaged in market research to identify areas for differentiation
- Solely responsible for creating wireframes, lo-fi prototypes, and refined UI interface
- Worked closely with a partner/developer to create an efficient system of connecting frontend functionality to backend data structure
- Assisted partner further in implementing UI into completed application