

Alex Rekas

Experience Designer

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Work Experience

IdeaCrew / Design Lead

7/2020 - PRESENT, DC & REMOTE

User-Centered Design

Updating various parts of our software application to be 508 (WCAG-AA) compliant
Defining user stories to build out user-centered features within the application
Evaluation of and revamping existing design patterns to improve user experience

Product Design

Creation, maintenance, and implementation of IdeaCrew's design system in Figma
Prototyping concept healthcare technology products
Creating, presenting, and negotiating new design patterns to stakeholders

Other

Distillation of complex healthcare policies into simplistic design patterns
Improving marketing/sales efforts through design using Adobe CC
Integration of design into a development focused company

Contract & Freelance / Designer

4/2016 - PRESENT, DC & REMOTE

Newmark Knight Frank

Conducted user interviews of current & prospective users for research gathering
Communicated objectives to stakeholders through wireframes
Developed and modified existing software features for implementation

Centers for Disease and Control (CDC)

Built wireframes using recently established design guidelines
Conducted a heuristic evaluation on the CDC website
Created storyboards for digital content to be used on the website & social media

Marriott International

Creative direction for brand photography, design systems, and print media
Designed brand identities for internal teams, groups, and events
Product & UX design for employee training systems

Various Clients

Built engaging websites that focus on usability, aesthetics, and business goals
Developed personas to better understand how to design for specific needs
Designed brand identities for concept, established, and start-up companies
Product & UX design for mobile and web-based applications

Distributed Solutions / Designer

4/2013 - 4/2016, RESTON VA

User Interface & Experience Design

Built wireframes & mockups for new and existing software features to implement

Front-end Development

Developed previously designed screens with front-end technologies (html, css, js)

About

I am passionate about crafting meaningful experiences that are effective, efficient, and work beautifully. Through my design/math background, I'm able to analytically understand and problem-solve complex design challenges. I always strive to create engaging experiences for my clients that can build their business through thoughtful design.

Outside of design, I have a love for soccer, golf, video games, being outdoors, traveling, and good food.

Education

James Madison University

B.S. Studio Art - Industrial Design
2010, HARRISONBURG VA

Northern VA Community College

A.S. Mathematics
2008, LOUDOUN VA

*Summer design studio in Vienna, Austria
and volunteer work for the specialized architecture program, Rural Studio at Auburn University in Alabama.