

Alex Saretzky

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Human Interface Director

User Experience Design | Creative Direction | Product Development

Multifaceted design professional with experience supporting consumer and enterprise projects and products. Lead teams with diverse skill sets at the intersection of art and science. Highly skilled at managing projects through their entire life cycle from design through development and deployment. Detail oriented and passionate about creating great experiences that delight users.

User Interface Design • Web Design • Mobile / Tablet App Design • iOS Development • Graphic Design
Illustration • Photography • Digital Marketing • Interaction Design • Rapid Prototyping • Wireframes
Branding • Information Architecture • Interactive Media • User Centered Design

Professional Experience

ScrollMotion, New York, NY (2011-Present)

Creative technology company devoted to reshaping how people experience digital information and entertainment.

Art Director / Mobile Product Design Lead

Lead information architecture, user experience and visual design for iPad app development projects. Collaborate with design, development, engineering, solutions, product, account and management teams to successfully deploy innovative products to enterprise customers in an Agile / Scrum environment.

- Lead product design for the mobile component of ScrollMotion's disruptive mobile-first interactive media platform.
- Develop cloud based system to enable Fortune 100 corporate communications team to publish trip, event, talking point and contact information to an iPad app used by top executives in place of a paper binder.
- Create iPad app to demonstrate and educate a broad audience about company's interactive content distribution software platform.
- Overhaul branding for market leading bio-tech eDetailing iPad app. Develop prototypes to explore and push highly regulated content presentation.
- Collaborate with eMarketing team to create innovative patient case study explorer for blockbuster bio-tech eDetailing iPad app. Support new indication launch under accelerated timeframe.

Maverick Digital, New York, (2008-2011)

Digital Marketing, Strategy, Web Design & Development Agency

Senior Digital Art Director

Worked with clients to educate them about latest digital trends. Defined specifications for web development and content architecture. Led team to create designs fitting client's existing branding while maximizing usability. Drafted technical specifications and assist development team in selecting technologies for development. Collaborated with clients and PR agencies to deploy and launch new web properties. Interfaced with social media consultants to develop analytically driven social media plans. Accounts included Citigroup, Bacardi, Grey Goose, Bombay Sapphire, NCLR, EARN. Partner agencies include @radical, Universal McCann, KSL, AgencyNet, RLM, DSG.

- Led conceptualization, architecture, specification, design, development, and deployment for large CMS driven websites, mobile sites and apps.
- Managed design and development teams to execute project according to approved specifications.
- Relunched websites for Non Government Organizations generated \$1.7M in unsolicited contributions within 12 months.
- Responsible for creating project estimates and timelines for new projects.

Education & Honors

BFA, Expanded Media, Alfred University, Alfred, NY
Eagle Scout, Troop 27, Lawrence, NY
Design Flex, *The Loop Magazine*, January 2014

Technical Capabilities

Software

Photoshop, Illustrator, InDesign, AfterEffects, Keynote, Pages, Numbers, OmniGraffle, Sketch, FinalCut Pro, Mac OS X, iOS, Xcode

Development Languages

HTML, CSS, Objective C, Cocoa, Git, SVN