Alex
BATTISTA

DESIGN + DEVELOPMENT

EXP.

2018 - PRESENT

Lead Creative, Technologist & Developer

Ascendant Growth Agency + Innovation projects

- Designed and developed scalable design systems across content publishing strategies, brand ecosystems and email marketing channels for start-ups and scale-ups
- Worked with proven strategists, data analysts and SEO experts to identify key areas of improvement throughout customer ecosystems and lifecycles.
- Led projects across Martech tool ecosystems to increase efficiency and impact.

2017 - 2018

Red Apple Creative Now Forever Audio

Senior UX + UI Designer

- Supported and levelled up the output of the creative team.
- Created visual identities for Spotify X Brand partnerships.
- Delivered user-engaging experiences that redefined campaign strategy.

2015 - 2017

Way To Blue

Film + Entertainment Team Lead

- Lead and train design team on tooling, managing the team while meeting tight deadlines to deliver content for series and movie premiers.
- Video editing, animation, illustration, crafting posters, email campaigns - and even game development (one time only) for the movie "Free fire".

2011 - 2015

Foodity, Constant commerce + Immediate media

UX/UI Designer, Ad Digital designer

2006 - 2011

Design Contractor

Multidisciplinary Designer & Developer

STACK

Design	Development		Marketing + Automation	
Figma	Html	Liquid	Open AI	Zapier
Adobe CC full suite	Html Email	Wordpress	Airtable	Veroapp
Sketch	CSS	Webflow	Make	Google Ad tech
	JS		Klaviyo	Hubspot
	Php		Customer.io	