



Alexander Moinet

UI DIGITAL DESIGNER

CONTACT ME

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- 📍 Roseville, MI

EDUCATION

Specs Howard's School of Media Arts

Graphic Design
2013 - 2014

Google UX Design Certificate

UI/UX
2023

SKILLS

- UI/UX
- Visual Design
- Wireframes
- Site Mapping
- Prototyping
- Adobe Photoshop, XD, Illustrator

WORK EXPERIENCE

Lead Web Designer 04/2021 - Present

Momentum | Utica, MI

Lead UI designer and WordPress UX guru, I transform websites through impactful wireframes, intuitive style guides, and best-practice implementation. My designs fuel engaging digital marketing campaigns, driving clicks and conversions.

Developer, Designer, & Social Media Management 07/2016 - 04/2021

Momentum | Utica, MI

I leverage Adobe XD to craft wireframes and collaborate with team members to launch high-quality WordPress sites for our clients. As a resourceful problem solver, I navigate technical challenges efficiently. I also spearhead our social media strategy, wielding content and advertising across major platforms to amplify Momentum's brand presence online.

Digital marketing Associate 06/2016 - 07-2016

Nine9 The UnAgency | Troy, MI

Leverage expertise in digital marketing strategy and creative execution to generate high-quality leads, optimize website design, elevate brand communication, and create engaging visuals.

Graphic and Web Designer 10/2014 - 05/2016

Mousetrap Mobile | Royal Oak, MI

Crafted user-friendly and visually appealing interfaces for both mobile apps and websites. Additionally, contributed to the development of impactful marketing materials, including banners, event flyers, and engaging online social campaigns.

Social Media Community Manager 12/2012 - 10/2014

ViSalus | Troy, MI

I was a multi-platform maestro at ViSalus, orchestrating vibrant online communities across Facebook, Instagram, Twitter, Youtube, and Google+, and engaging over 400,000 followers on the ViSalus Global Facebook page. From crafting original content and eye-catching visuals to cultivating positive brand experiences and fostering passionate advocates, I drove organic growth and engagement through viral campaigns, contests, and strategic community management. Additionally, I empowered ViSalus Ambassadors and top earners to thrive through exclusive Facebook groups.