



Alexander Moinet

DIGITAL DESIGN AND MARKETING COORDINATOR

CONTACT ME

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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, Figma

WORK EXPERIENCE

Digital Design and Marketing Coordinator

01/2025 - Present

Momentum | Utica, MI

In this expanded role, I also took on crafting email newsletters and client communications, ensuring consistent messaging. Additionally, I developed internal and external guides and documentation to streamline software use for both clients and employees. This position blended my design expertise with key marketing and operational support.

Lead Web Designer

04/2021 - 01/2025

Momentum | Utica, MI

Led UI design and WordPress UX, creating impactful wireframes and style guides. Implemented best practices to enhance websites and support engaging digital marketing campaigns for improved clicks and conversions.

Developer, Designer, & Social Media Management

07/2016 - 04/2021

Momentum | Utica, MI

Utilized Adobe XD for wireframing and collaborated on high-quality WordPress site launches. Led social media strategy, creating content and managing advertising across major platforms to enhance Momentum's online presence.

Digital Marketing Associate

06/2016 - 07-2016

Nine9 The UnAgency | Troy, MI

Leveraged 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

Designed user-friendly and visually appealing user interfaces for mobile apps and websites. Developed print marketing materials (banners, flyers) and engaging online social campaigns.

Social Media Community Manger

12/2012 - 10/2014

ViSalus | Troy, MI

Managed and engaged online communities (400k+ followers on Facebook) across multiple platforms (Facebook, Instagram, Twitter, YouTube, Google+). Focused on content creation, visual design, community building, and implementing engagement strategies (viral campaigns, contests) to drive organic growth and brand advocacy.