



Alexander Moinet

DIGITAL DESIGNER, DEVELOPER & MARKETING PRO

CONTACT

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KEY SKILLS

Web Development:

WordPress (Custom Themes, Gutenberg Blocks), HTML5, CSS3 (Sass), JavaScript (jQuery), Responsive Design, PHP (Basic)

Digital Design:

UI/UX Design, Adobe XD, Figma, Adobe Creative Suite (Photoshop, Illustrator), Information Architecture, Wireframing, Prototyping, Branding, Typography

Digital Marketing:

SEO Principles, Google Analytics, Email Marketing, Social Media Management, Content Management, Performance Optimization, Client Communication, Project Management

EDUCATION

Specs Howard's School of Media Arts

Graphic Design 2013 - 2014

Google UX Design Certificate

UI/UX 2023

WORK EXPERIENCE

Freelance User-Interface Designer

08/2014 - Present

Moinet Design | Remote

I help businesses succeed online by combining strategic UI design, expert WordPress development, and effective social media content management. My focus is on building user-friendly, high-performing websites and developing a cohesive digital strategy to attract and engage your target audience.

Lead Digital Designer and Marketing Coordinator

01/2025 - 06/2025

Momentum | Remote

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 | Remote

Directed UI/UX design and development for WordPress websites, leading monthly meetings to review teamwork and discuss new Frontend UI Design trends. Created wireframes and style guides, and contributed to digital marketing and social media campaigns that enhanced site performance, user experience, and conversions.

Developer, Designer, & Social Media Management

07/2016 - 04/2021

Momentum | Utica, MI

Utilized Adobe Creative Suite for digital assets and collaborated on high-quality WordPress site launches. Led social media strategy, creating content and managing paid ads across major social platforms to enhance Momentum's online presence.

Graphic and Web Designer

10/2014 - 06/2016

Mousetrap Mobile | Royal Oak, MI

Designed and developed visually compelling user interfaces for mobile apps and websites, along with a range of print and social media marketing materials.

Social Media Community Manager

12/2012 - 10/2014

ViSalus | Troy, MI

Managed and significantly grew online communities (400k+ Facebook followers) through strategic content, visual design, and viral engagement campaigns across multiple social platforms.