

# AP Alex Policaastro

## Designer & Developer

My name is Alex Policaastro. I am a UI/UX Designer & Frontend Web Developer living in San Diego, CA. Design & development are my passions and I use them in tandem to push myself to create great-looking and functional products. I'm self-motivated and take pride in learning new methods, always pushing myself to discover what I don't yet know.

I have been a Sr. Interactive Designer for Paradeigm for over 5 years, working directly with clients on their web projects. In addition, I have been the lead UI/UX Designer / Frontend Developer for PageBuilder. While managing the development team, we created the website building platform PageBuilder for clients to easier launch and edit their websites.

My goal is to do everything with a positive attitude and to help my clients achieve their vision. At my core, I am a helper, I love creating things to make people's lives better!

I was born in New York, grew up in Wisconsin, and spent the last 10 years in California. I live in North Park with my wife Dominique and cat Luna. When not working on a computer, I use my hands to do woodworking using my CNC machine. I love tropical tiki drinks, pizza, board games, and spending time with friends.

## WORK EXPERIENCE

### UX/UI Designer & Front-End Developer

#### PAGEBUILDER

2018 - PRESENT | 2 YEARS

Designed and developed an interactive website building platform. Lead a team that included a full-stack developer, Jr. Developer, and designer. Worked Directly with clients and their sites.

### Sr. Interactive Designer

#### PARADEIGM, LLC

SEP 2015 - PRESENT | 5 YR 3 MO

Managed and expanded the brand identity internally for Paradeigm. Worked directly with clients to design their brand identity, packaging, merchandise, film title design, social media, and email campaigns. Developed websites and Shopify eCommerce stores for clients.

### Interactive Designer

#### STONE BREWING CO.

APR 2014 - AUG 2015 | 1 YR 5 MO

Applied creativity and knowledge of web design and programming to build and maintain company websites. Helped to launch many big marketing campaigns.

### Web Designer & Front-End Developer

#### MODLIFE, INC.

AUG 2012 - APR 2014 | 1 YR 9 MO

Designed, developed, and implemented code for custom online retail stores, album releases, pre-order pages, and online fan club websites for clients with the Modlife web team.

Depending on the project, I designed, prepared files, edited, and/or created new CSS, implemented the design into code, re-designed, and refreshed older sites.

### Senior Graphic Designer & Web Designer

#### TO THE STARS, INC.

JAN 2011 - APR 2014 | 3 YRS 4 MO

Designed and developed web promotions, graphics, and merchandise for artists and clients. Created and pitched presentations to potential clients and partners.

## SKILLS

### Designer | UX/UI & Graphic

#### Things I Design

UX, UI, Web, Mobile, Apps, Logos, Brand Identity

#### Aesthetic

Clean, modern, bright, fun

#### Design Tools

Adobe Suite, XD, Illustrator, After Effects, Premier Pro, Photoshop Sketch

### Development | Front-End Web

#### Things I Build

Websites, Web Apps, Shopify Stores

#### Languages

HTML, CSS, Sass, JS, PHP, TS

#### Libraries

React, Gatsby, Next.js, MERN Stack

#### Services

AWS, MongoDB, Heroku, Google APIs & Services, Shopify, Pantheon

#### Development Tools

Atom, VS Code, Terminal

## FEATURED PROJECTS

### SD BEER APP

Designed and helped build the SD Beer App for the San Diego Brewers Guild. With the app, you can find breweries, their events and locations, Guild festivals, and information. Built on React Native, powered by a separate React members portal that also powered the public-facing website.

### PAGEBUILDER PLATFORM

Designed and developed an interactive website building platform. The platform was built with React and the MERN stack. Continually expanding and updating the platform. Assist many clients to launch their own sites using the site builder.

## EDUCATION

### MADISON AREA TECHNICAL COLLEGE

ASSOCIATE DEGREE OF APPLIED ARTS IN GRAPHIC DESIGN AND ILLUSTRATION

2007 – 2009 | MADISON, WI