

ALEX DEWEZ-LOPEZ

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SUMMARY

I am a Front-end Developer, Web/UI Designer, and Graphic Designer. I have been freelancing for 7 years where I've played an extensive number of roles from branding to design to development, from consultancy to administration. I am hugely passionate about both Front-end Development and Web/UI Design and have an extremely advanced skill set in Adobe CS, HTML, CSS and jQuery/Javascript. I am constantly researching the field in order to stay on top of the development standards and design trends.

EXPERIENCE

Referees upon request

My Sydney Detour - mysydneydetour.com

November 2009 - ongoing

My Sydney Detour is a exclusive boutique tourism business. Founder Richard Graham specialises in unique bespoke tours in his immaculately restored '64 EH Holden. My Sydney Detour was a runner up in the 2012 Sydney Small Business Awards, and is enjoying significant success and growth.

Skills and Responsibilities:

- Branding and business development since conception in 2009
- Graphic Design: logo design, visual branding, typography
- Project management, website conceptualisations, flowcharting and site-mapping
- Website UI Design and UX Development
- CMS & Blog Development using WordPress
- Print design: flyers, pamphlets, business cards, gift vouchers
- Photo editing and manipulation
- HTML Newsletter design and development
- Package design
- Facebook & Twitter page customisations

Graz Studio - grazstudio.com

April 2012 - ongoing

Graz is an international eyewear company hailing from Sydney, stocked in high-end boutiques with a cult following worldwide. Founder Graham Mulcahy was previously chief eyewear designer of fabled Sydney fashion brand Ksubi.

Skills and Responsibilities:

- CMS and website development using WordPress
- Website design using established draft concepts
- Mobile and Tablet design layout adaptation and development
- Online Store design & development using Shopify
- Complex Twitter API integration
- Pinterest style "pinning" mechanism for CMS

Perfection Upholstery and Leone Design

August 2011 - ongoing

perfectionupholstery.com.au & leonedesign.com.au

Steve Leone is an expert and well-known upholsterer in the Sydney region - a master craftsman with a wealth of knowledge and a lifetime of experience. His furniture design reflects a unique blend of traditional quality and innovative thinking, with his foam cushioning the first in Australia to be GECA approved.

Skills and Responsibilities:

- Wordpress Theme design and development for two websites
- Project development, content layout and site-mapping
- Graphic design and photo manipulation

Ground Espresso is a booming, corporate-focused cafe in North Sydney, that specialises in boutique, affordable lunches along with uniquely sourced coffee and a local reputation for catering, with plans for franchise expansion to manage exponential growth.

Skills and Responsibilities:

- Logo design, visual branding and typography
- Cross Platform website design and development
- CMS development using WordPress
- Print design
- Newsletter design

Gill Lawrence

June 2011 - ongoing

thewonderland.com.au, madlove.com.au and toietmoisdney.com

Gill Lawrence runs a number of businesses in Sydney. The Wonderland is a forerunning Fashion and Events Public Relations agency, while MADLOVE and Toi et Moi Sydney are well known Australian fashion brands, both enjoying huge international success, particularly in Japan.

Skills and Responsibilities:

- Design concept adaptation to website CMS development
- Development and delivery of three websites with a uniquely customised WordPress theme
- Project proposals and development
- Shopify Tech support and bug corrections

Other Works

In the past, I have been responsible for developing and designing websites, logo design, illustration, as well as designing business cards, flyers, posters, CDs & DVDs, postcards, pamphlets and stickers for over 80 clients.

I have designed, developed and launched websites for the following clients and their respective businesses: Matt Pearson Art (mattpearsonart.com.au), Galaxy Football School (galaxyfootballschool.com.au), SchoolNet for the Forests (schoolnetforthe forests.org.au), Fern Madden (fernmadden.com), Sas & Lou (sasandlou.com.au), Keratin Treatment (keratintreatment.com.au), Sydney Metro Airport Studios (sydneymetroairportsstudios.com), Bondi Counselling (bondicounselling.com.au), Chuck's Wagon (chuckswagon.com.au) and Argyle Gallery (argylegallery.com.au), plus many others.

I have adapted, developed and launched the following websites based on peers' designs: KissinCussin (kissincussin.com.au), Andeol (andeol.com.au), LUXE (luxesydney.com.au), Stray & Grass (strayandgrass.com.au), Macho Distorto (machodistorto.com).

SKILLS

Design

- Website UX/UI Design
- Cross-platform Web Design
- Photoshop
- Illustrator
- InDesign
- Typography
- Logo Design
- Print Design
- Illustration
- Minimalism
- Colour Theory

Development

- HTML(5)/Emmet
- CSS(3)/SASS/Emmet
- jQuery/JavaScript
- PHP & MySQL
- AJAX, JSON & APIs
- SEO/EDM
- WordPress
- Shopify/Liquid
- Email Setup
- Website Hosting & Maintenance

Professional

- Communication / Consultancy
- Time Management
- Organisational skills
- Project Management
- Motivated and Creative
- Administration
- Punctuality
- Professionalism
- Leadership
- Friendliness