



# ALEX MOSCHOPOULOS

UX DESIGNER | WEB DEVELOPER | INTERNET ARTISAN

[www.amportfolio.com](http://www.amportfolio.com)  
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## SKILLS

### Design

Sketch  
Lunacy  
Adobe Photoshop  
Adobe XD  
Adobe Illustrator  
Adobe InDesign  
Wireframe Design  
Prototyping

### Coding

HTML  
CSS (SCSS/.LESS)  
JavaScript  
PHP

### Other

Marketing  
Business Strategy  
Communication Skills  
Presentation Skills  
Photography  
Writing

## EDUCATION

**DePaul University**  
Masters, Information Systems

**DePaul University**  
Bachelors, Business Administration

## EXPERIENCE

### Senior Art Director, FCB

*August 2013 to February 2019, Chicago, IL*

- Increased customer engagement for TRP Parts in their digital properties by creating enhanced user flows and a focused content strategy.
- Created a new modular email template system for State Farm with redefined content guidelines.
- Streamlined and improved email communications for CADM by utilizing wireframes and modular thinking.
- Managed a creative team where I guided and mentored junior-level employees in conjunction with the Creative Director.
- Designed and produced digital and print marketing tactics for clients such as PACCAR Parts, Volkswagen, Cox, and Biogen.

### Art Director, FCB

*February 2006 to August 2013, Chicago, IL*

- Designed and developed emails, banner ads, and website assets for Mars Inc, USPS, PACCAR Parts, and KFC.
- Concepted and produced new digital marketing initiatives for Motorola, State Farm, Baxter, and Qwest Communications.
- Acted as a digital specialist for the creative team, training print-centric coworkers and management in web and digital development.
- Managed all interactive media design and creation for PACCAR Parts.

### UX Designer and Web Developer, Contract

*Chicago, IL*

- Redesigned the main page of the NorthShore Kellogg Cancer Center to reorganize the navigation, condense content, and bring empty to the layout.
- Conducted user research and wireframing to redesign a website for model/MUHA Amanda Neff, increasing her bookings and interest.
- Concepted a new layout and improved the user experience for the food blog Culinary by surveying visitors as well as creating user personas.
- Reduced bounce on the music website D-Jam.com by utilizing questionnaires of visitors and industry colleagues as well as a streamlined design.