





# ALEX VICUNA

Senior Digital Designer | UX Designer

 alexchris29@gmail.com    (631) 504-7009    New York, New York    [madebyav.com](http://madebyav.com)

## Experience

### Blink Fitness | Digital Designer

New York, NY | August 2022 – Present

- Co-led ideation and design execution for “Blinkily Ever After,” a multi-channel in-gym wedding activation campaign that increased engagement by 54% MoM and earned 13K+ video impressions
- Applied performance insights from email and paid display campaigns to refine creative strategy—adjusting CTA placement, layout hierarchy, and visual approach—leading to a top-performing email that drove 0.31% CTR and accounted for 25% of January member joins
- Created video edits, motion graphics, and UI assets for internal content systems, supporting visual storytelling, consistency, and reuse across platforms
- Manage multiple design projects (CRM, social, 360 campaigns, signage, direct mail, and video) from conception to final delivery, while adhering to brand guidelines and adapting to design trends
- Design and implement UI assets for a robust content library in tandem with the lead product designer, for use across all brand deliverables and brand systems

### Stadium Goods | Senior Digital Designer

New York, NY | October 2017 – August 2022

- Worked cross-functionally with teams, including site merchandising, media, copywriters, and UX designers, to create memorable experiences across direct and controlled digital channels
- Led day-to-day production workflow for a 4-person design team, ensuring timely delivery of high-quality digital and motion assets
- Conceptualized and directed photo shoots that elevated Stadium Goods’ luxury identity, reinforcing its premium positioning across cross-channel campaigns
- Partnered cross-functionally with UX Designers, and merchandising teams to launch a VIP Concierge landing page that captured user data (shoe size, clothing size, brand preferences), driving a 23% increase in high-value lead conversions and improving personalized outreach
- Pitched creative for campaigns and managed content updates tied to merchandising goals and seasonal product releases

### F SHARP | Graphic/UI Designer

New York, NY | September 2016 – January 2017

- Designed microsites and sponsored media units for global brand clients using user-centered design principles
- Collaborated with UX designers to refine user flows, aligning storytelling with usability
- Applied user-centered methodologies and data insights to iterate on design systems and improve user flows and conversion rates
- Built out responsive templates for branded content across desktop and mobile, contributing to 3% lift in user dwell time
- Assembled microsites using wireframes and client brand guidelines

## Skills

- Figma   • Photoshop   • Illustrator   • After Effects   • Premier Pro   • InDesign   • Email Design Tools   • Motion Graphics
- Agile-inspired workflows   • Visual/UI Design   • Creative Direction   • Asset Optimization   • Design Research & Strategy

## Education

### Bachelor of Technology in Communication Design

CUNY - NYC College of Technology, June 2016