

# ALEX VICUNA

Senior Digital Designer | UI Designer

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## Experience

### Blink Fitness | Digital Designer

New York, NY | August 2022 – Present

- Co-led ideation presentation 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
- Created and iterated on email journeys, member acquisition campaigns, and landing page layouts using Figma, optimizing component reuse across devices and ensuring cohesive visual storytelling
- Translated digital assets into print-ready designs using Indesign—including flyers, and out-of-home posters, ensuring brand consistency across both digital and physical touch points in multilingual layouts (English and Spanish)
- Designed and implemented UI assets using Figma and Illustrator in collaboration with the Lead Product Designer, building a scalable content library leveraged across all brand systems and marketing deliverables
- Produced motion graphics for paid and organic social campaigns using After Effects, delivering visually engaging content optimized for performance and brand consistency across platforms
- Applied performance insights from email and paid display campaigns to refine creative strategy using A/B testing to adjust 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

### Stadium Goods | Senior Digital Designer

New York, NY | October 2017 – August 2022

- Collaborated with UX and merchandising teams to design a VIP Concierge landing page in Figma and Photoshop, driving a 23% lift in high-value lead conversions through personalized data capture
- Created mobile-optimized marketing templates and eCommerce design updates based on user behavior insights and campaign data
- Led concept and design of a two-page print ad Slam Magazine ad using Photoshop and InDesign; executed layout and copy integration for a print run reaching 120,000 readers
- Worked cross-functionally with site merchandising, media, copywriters, and UX teams to create memorable, performance-driven experiences across direct and controlled digital channels through an iterative design process

### 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
- Worked with UX teams to refine storytelling across user flows and align brand visuals to usability standards
- 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