

Alex Balint

UX Designer

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Ciao! I'm Alex, an expert UX Designer, which, since 2015, is an enthusiast for creating intuitive designs, putting users and businesses' needs in the center of the process, delivering meaningful experiences to solve complex challenges. When I'm not creating digital solutions, you can find me climbing, surfing and travelling around.

Main projects

Cimbali - Coffee App, NFT authentication APP

03/2023 - 08/2023

Role: Lead UX Designer

Scope: Coffee App: digitalisation of coffee orders. NFT authentication: creation of an authentication procedure to verify the authenticity of a coffee machine.

Design process: Researching, interviews, user flows, wireframes, prototype, tests and delivery.

Qatar - FIFA World Cup 2022

03/2022 - 07/2022

Role: UX Designer (in collaboration with AKQA)

Scope: Designing a website aiming at providing the user with accessible information about the tournament, whilst engaging the user to discover Qatar.

Design process: Strategy, researching, information architecture, wireframes, prototype, functional document.

Vodafone Italia - Website redesign

09/2021 - 03/2022

Role: UX Designer (in collaboration with AKQA)

Scope: Redesigning Vodafone Italia website.

Design process: Benchmarking, concept exploration, user flows, information architecture, wireframes, prototype.

Ferrari - Connect App

01/2020 - 04/2020

Role: UX Designer (in collaboration with AKQA)

Scope: Designing an APP to connect Ferrari's costumers to their cars.

Design process: Stakeholders interviews, personas, user flows, information architecture, wireframes, prototype, tests.

Skills

Wireframes,
User flows,
Prototyping,
User Test,
Interviews,
User Interface,
User journey,
User stories,
Benchmarking.

Experience

Crispy Bacon 03/2023 - Present

Role: UX Designer

Shiroi Studio 03/2017 - 03/2023

Role: UX/UI Designer

Inventia 02/2016 - 03/2017

Role: Web and Graphic Designer

Freelance 2015 - 2016

Role: UX/UI Designer and Front-end developer

Education

Professional course, UX design 2021

Politecnico Milano

Graphic design

Nuova accademia design

2016

Web & Graphic design 2012 - 2015

Scuola internazionale di arti figurative e digitali "Comics"