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Alex is an accomplished leader with over 20 years of experience in Visual Design, Digital Architecture, and UX Team Management. Currently, he is self-employed under the trade name Monk 72, where he provides a full suite of design-related services to Product Companies, Creative and Digital Marketing Agencies. Additionally, he serves as the principal consultant and service provider for Brisk It Labs, Inc., the makers of the Brisk It Grill, a Smart Pellet Grill that offers a “Smarter Way to Grill”.

Previously, Alex held the position of VP of Product Design and User Experience at Hisense's Canadian Design and Technology R&D Studio, where he successfully led the UX team responsible for the VIDAA TV and the first-ever dual-screen foldable phone - Imerj Dual Screen Phone (Flextronics). Throughout his career, Alex worked closely with various departments and team members to achieve a precise vision. His legacy remained evident in the people he shaped and collaborated with.

Experience

2019 to present

Independent Contractor, Principal Digital Consultant

Monk 72

Roles & Responsibilities

- Providing expert advice and guidance on digital architecture and visual design to help clients achieve their business goals.
- Overseeing the creative direction of a project or organization and providing guidance and leadership to the technology teams and product teams.
- Overseeing the development and launch of a brand or product, ensuring that it aligns with the overall vision and goals of the company.
- Creating a positive and seamless user experience for a product or service, ensuring that it is intuitive and easy to use.
- Managing a remote team of designers and ensuring that projects are completed on time, within budget, and to the highest quality standards.
- Designing and developing products that are aesthetically pleasing, functional, and meet the needs of the user.

Accomplishments

- Brisk It Grills, Smart Pellet Controller Experience and Design
- Brisk It Grills, Origin 580 Mobile App Experience and Design
- Brisk It Grills, Brand and Marketing Collateral
- ASP Security, Platform and App Heuristic Evaluation, Product Vision
- ASP Security, XGuard Platform and Mobile Business App
- Becton Dickinson, Conversion Platform UX (Brightworks Interactive)
- Resident Digital Provider for Mawazo Digital Marketing Agency

2017 to 2018

VP of Product Design

Jamdeo (Hisense R&D)

Roles & Responsibilities

- Reported to the Company President
- Executive Team Member
- Product Design Stakeholder & Hisense Partner Liaison
- Product Innovation Head
- Product UXD Director
- Creative Director
- Facilities Lead

Accomplishments

- Led the global Jamdeo design delivery of Hisense Smart TV and Mobile Design programs
- Assisted with Hisense Global Partner feature discussions
- Engaged with Hisense Electric, Hisense Electronic Information Group and the Hisense Multimedia Group R&D Center with product feature design activity and opportunities
- Work closely with Product Managers and Directors to define or clarify product requirements
- Mentored Hisense's Qingdao UX team
- Provided user experience and design thought leadership for product development roadmaps
- Directed product simulations and championed MVP efforts
- Accountable for the Jamdeo User Experience Design Department
- Managed key tracks of work (including other individuals) in accordance with work plans and quality standards
- Managed functional group KPIs
- Participated with business development, strategic planning and company operational management activity
- Helped to shape and maintain the company's design culture
- Held in charge of Jamdeo Facilities

2011 to 2017

Product Design & UX Senior Director

Jamdeo (Hisense R&D)

Accomplishments

- Assisted to secure the joint venture between Flextronics and Hisense
- Proposed the official brand name for Hisense's flagship Smart TV — VIDAA TV
- Created Hisense's International Smart TV — VIDAA U, which was sold in Canada, Mexico, Europe, Africa and in the Middle East
- Co-discovered patents like "Device and methods for multi-screen experiences" and was credited in over 80+ patents
- Executed and educated Hisense teams with western 10-foot design practices
- Successfully transformed the Hisense TV Design process into having modernized standards for Smart Product creation

- Directed and processed various manifestations of feature requests
- Enabled teams to successfully deliver better TV experiences
- Provided product design direction and strategic council

Market Highlights

- Hisense VIDAA took first place in a publicly staged test in Beijing, China against China's six best-selling brands (Skyworth, TCL, Samsung, Sony and Sharp)
- Local to China, the flagship VIDAA TV sold over 17.7M units; with another 27.7M units that used the company's Android Flow Development Framework

2010 to 2011

Creative Director & Senior Principal Designer

Flex (Flextronics)

Roles & Responsibilities

- Inventor
- User Experience Director
- Visual Design Director
- Motion Design Director
- Process and Governance Manager
- Product Design Specification Author
- Functional UX group Manager
- Design excellence stakeholder
- Hisense partner & liaison

Accomplishments

- Held an essential product design role for the first ever foldable phone that turned into a 6-inch tablet — The IMERJ Dual Screen Phone
- Established the visual design system for the IMERJ ecosystem of devices which involved both the OS, dual screen apps and desktop applications
- Provided OS and App user experience design and direction
- The IMERJ Dual Screen Phone OS and Apps created, included; Browser, Email, Gallery, Dialer, Phone, Messenger, Keyboard, Launcher, Notifications, Calendar, Desktop, App Switching, Camera, Printing, Device Settings, App Settings, Lock-Screen, Contacts, Media Player and Docking Applications
- Facilitated fresh perspectives to mobile software experiences and innovation
- Co-authored software patents and originated the dual-screen user device "Multi Screen User Interface with Orientation Based Control"; which led to several IP opportunities and the designation of Inventor
- Created mobile innovations, group standards, specification management and productivity workflows
- Responsible for recruitment of diverse product design team members
- Collaborated to establish interaction models and interaction patterns
- Authored various procedures and processes for managing product design delivery
- Managed FROG Design and Macadamian agency work deliverables

2007 to 2010

Associate Creative Director

Sapient

Sprint (USA 2.0 Design Program)

Roles & Responsibilities

- Client Creative Consultant
- UXD Contributor
- Group liaison to Marketing, Ecommerce and Business Groups
- Creative and UX Supervisor
- Managed interactive disciplines
- Managed creative groups
- Managed delivery of deliverables
- Accountable for Sprint.com design governance
- Site Architecture Consultant (Contract)

Accomplishments

- Led to deliver the full front-end design for all consumer facing web properties
- Led creative effort
- Key advisor to Sprint's design agency, Sprint UX and brand departments
- Was instrumental in leading creative and UX resources throughout user experience discussions, solutions and planning
- Shaped and tailored new project delivery roles to help govern the Sprint Design System and Interaction System
- Supervised multiple short-term retail kiosk initiatives

TD Online Sales and On-boarding Initiative

Roles & Responsibilities

- Creative oversight
- Responsible for estimates
- Responsible creative resource planning
- Accountable to client deliverables

Accomplishments

- Provided a new channel for online VISA application & sales
- Responsible for creative resources
- Co-managed creative timelines and delivery
- Delivered conceptual, interaction and POC design

Website Re-design & Ecommerce (ATG)

Roles & Responsibilities

- Program ACD

- Led TheBrick.com pitch work
- Led the program delivery effort
- Liaison to The Brick.com Ecommerce internal team

Accomplishments

- Pitched the business opportunity
- Awarded with TheBrick.com
- Completed Heuristic site evaluations
- Participated in brand discussions and website strategy
- Successfully managed client deliverables and Client expectations
- Successfully delivered thebrick.com

Wal-Mart Ecommerce & Website Re-design (ATG)

Roles & Responsibilities

- Program ACD
- Led Walmart.ca pitch work
- Led the program delivery effort

Accomplishments

- Proposed website customer shopping experience enhancements
- Awarded with Walmart account
- Created Heuristic evaluations
- Normalized navigation patterns
- Improved functionality to drive customer engagement

Other

- Provided oversight for Wrigley, RBC, MEC, Blackberry and PC Banking projects

Education

1993-1994

Sheridan College *Computer Graphics*

This program introduced the skills required to create:

- Digital interactive experiences
- Multimedia Presentations
- TV Graphics
- 3D Animation
- Desktop Publishing
- Digital Production Graphics

Course software:

- Adobe Photoshop
- Illustrator
- Macromedia Director
- 3D Software
- TV Graphic Software

1990-1993

Humber College of Applied Arts and Technology *Advertising and Graphic Design*

Humber College introduced and taught traditional Graphic Design and the related skills for mastering the graphic design process. The education involved specific skills like:

- Visual Communication
- Digital Technology
- Anatomy
- Graphic Design
- Typography
- Drawing
- Print Production
- Packaging Design
- Strategic Thinking
- Creative Advertising
- Presentation Skills