



ALEX DE PAZ

Pronouns (He/Him)

Classically trained in Advertising, Graphic Design and Computer Graphics, my authenticity and experience are integral to my humble and modern approach. I believe authenticity and integrity are my superpowers, which I aim to leverage to advance businesses, cultures, and individual successes.

DESIGN PRACTITIONER, INVENTOR & ENTREPRENEUR

ABOUT ME

I am Alex, founder of Monk 72, specializing in transforming ideas into impactful digital solutions for Product Companies and Creative/Digital Marketing Agencies. With expertise in brand strategy, interaction design, visual design and product development, I've built a reputation for delivering outstanding user experiences since 2020. Previously, I led pioneering product initiatives at Hisense's Jamdeo Design and Technology, contributing to 80 patents and the award-winning VIDAA TV. Today, I continue to drive innovation, recently launching the Vera™ AI Grill by Brisk It Labs at CES 2024 to positive industry acclaim.

CONTACT ME

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Let's do coffee first.

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MY GO-TO SOFTWARE



Recent Accomplishments:

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- Brisk It Labs - Brist It Grill Smart Controller & Mobile App
- CES 2024 Brisk It Grill Exhibit
- Kinli - Obesity Management App and Educational Videos
- Kinli - Chat Prompt Engineering
- ASP Security - Crossing Guard Shift App & Platform
- Becton Dickinson - Peripheral Venous Catheter (PVC) Conversion Platform Prototype (Brightworks Interactive)

EDUCATION

Advertising & Graphic Design Diploma

Humber

Computer Graphics & Interaction Certificate

Sheridan

WORKING EXPERIENCE

INDEPENDENT CONTRACTOR AND PRINCIPLE CONSULTANT

Monk 72

Burlington, ON

2019 - Present

As an independent contractor, I provide expert advice on digital architecture and visual design for clients looking to transform or build digital solutions. I collaborate with local and global teams to deliver high-quality results, consistently earning a 5-star rating.

GROUP LEADER

Jamdeo (Hisense R&D)

Oakville, ON

2017-2019

I led the global design delivery of Hisense's VIDAA TV program, including Voice TV UI and Image Recognition Smart TV for the Chinese market. I collaborated with partners, mentored teams, provided UX leadership, managed key projects, developed roadmaps, and contributed a large share to Jamdeo's design culture.

PRODUCT DESIGN DIRECTOR

Jamdeo (Hisense R&D)

Oakville, ON

2012-2017

I collaborated with the Hisense CMO to propose the VIDAA TV brand name and styling. Concurrently, I influenced Netflix of VIDAA U's excellence, securing their app integration. This successful partnership facilitated adoption by Sharp and Toshiba, ensuring an intuitive, frictionless user experience for consumers.

SENIOR LEAD DESIGNER/CREATIVE DIRECTOR

Flex (Flextronics)

Burlington, ON

2010-2012

I played an essential role in product design for the first-ever foldable phone, the IMERJ Dual Screen Phone, which evolved into a 6-inch tablet. I established the visual design system for IMERJ's device ecosystem, including OS and dual-screen apps.