

ELESTON ALEXANDRE

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Executive Summary

Senior UX/UI Designer with 20+ years of end-to-end product design experience delivering high-conversion, user-focused web and mobile solutions. Skilled in leading cross-functional teams from research to deployment, translating business goals into seamless digital experiences. Proven record of improving engagement, usability, and conversion for clients including Hard Rock, Universal Music Group, and Aldi.

Core Competencies

- UX Research & Usability Testing
- Wireframing & Prototyping (Figma, Adobe XD, Sketch)
- Interaction & Visual Design
- Responsive Web & Mobile Design
- Information Architecture
- Design Systems & Pattern Libraries
- Cross-Functional Collaboration (Dev, PM, Stakeholders)
- Agile / Scrum Methodologies

Professional Experience

Senior UX/UI Designer

A&A; Consulting Group – Miami, FL | 2019–Present

- Led UX strategy for 30+ websites across diverse industries, resulting in an average 15–25% increase in user engagement.
- Conducted user research and usability testing to inform design decisions, improving task completion rates by 20%.
- Created wireframes, prototypes, and responsive UI designs in Figma and Adobe XD, aligning with brand and accessibility standards.
- Collaborated with developers to ensure smooth design-to-development handoff, reducing revision cycles by 30%.

Lead UI/UX Web & Graphic Designer

LGX Print – Miami Lakes, FL | 2016–2019

- Directed creative for 100+ brand identities and 1,000+ marketing assets, enhancing client brand recognition and retention.
- Designed and optimized websites for mobile-first experience, reducing bounce rates by 18% on average.
- Managed design systems and visual guidelines for multiple concurrent projects, ensuring brand consistency across platforms.

UX/Digital Designer

American Coalition for Crisis Relief – Orlando, FL | 2010–2016

- Designed and signed off on 30+ websites, guiding projects from onboarding to launch.
- Enhanced user flows and navigation architecture, improving overall usability scores by 22%.
- Coordinated cross-department collaboration to meet deadlines and maintain quality assurance.

Education

Google UX Design Specialization – 2022

California Institute of the Arts – UI/UX Design Specialization – 2022

Miami Dade College – Music Business / Graphic Design – 2016

Tools & Platforms

Figma, Adobe XD, Sketch, Photoshop, Illustrator, InDesign, WordPress, Wix, Dreamweaver, Canva

Featured Clients

Hard Rock Casino, Universal Music Group, Aldi, Fast Signs, Epic Records, Atlantic Records, RE/MAX