



ALEX@PENGUINCHILLI.CO.UK

UI / UX DESIGNER

ALEX BELLINGHAM

i'm a freelance ui/ux designer with nearly **10 years of experience across many diverse platforms** from mobile apps to websites, vr/ar experiences to full on interactive experiential installations.

i've helped craft a number of **award-winning experiences** with prestigious brands including burberry, ibm, amazon, bp, red bull, honor, bt & cisco.

BP

RED BULL

AMAZON

SONY PLAYSTATION

BURBERRY

HONOR

PROCELL

CISCO

IBM

MERCEDES

BT

{ EXPERIENCE }

- 21 - now **FREELANCE DESIGN LEAD**
{ fantasy interactive - private clients }
- 18 - 21 **SENIOR UI // UX DESIGNER**
{ koffeecup digital production house }
- 17 - 18 **FREELANCE**
{ freelance & self-initiated projects }
- 12 - 17 **VR GRAPHIC & UI DESIGNER**
{ sony playstation - ssee }

{ SKILLS }

- UI** colour theory / hierarchy / vertical rhythm / typography / iconography / responsive / atomic / web / tv / mobile / experiential / ar/vr / styleguides / logo / visual / conceptual / prototyping
- UX** wireframing / user personas / user journeys / user flows / human computer interaction / cognitive science / human behaviour / prototyping
- NICHE** designing ui for stereoscopic 3d/vr & ar technologies

{ TOOLS }

UI/UX DESIGN // PROTOTYPING

- figma sketch photoshop illustrator
- after effects

LEARNING GOALS

- protopie blender webflow

{ EDUCATION }

- 12 -13 **MASTER OF ARTS**
UI DESIGN FOR S3D/ VR (94%)
{ university of central lancashire
Self-published 3 books on the relationship between human cognition & visual design, videogames & UI in stereoscopic 3D.
- 10 - 12 **BACHELOR OF ARTS**
UI DESIGN (98%)
{ university of central lancashire
- 8 - 10 **FD HONOURS**
GRAPHIC DESIGN
{ runshaw adult college