Alexander Balanoff

User Interface & Web Designer

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Work Experience:

Senior User Interface/ Interactive Designer, Futuretech Ltd
May 2010 to May 2011
Alexander worked on two online products, both built in Flex, closely liasing with the Lead Developer, and co-founder.

The main product Alexander spent the most time is Powow. It is the revolutionary new way for people to hold meetings with anyone, any where in the world, at any time. It's a bespoke, online face-to-face experience that gives you the ability to share ideas in a high-quality, controlled environment that is so much better than an average video-conference. Powow allows you can have an online meeting with one person or one hundred, all from your computer.

The Powow development team consisted of very talented Java, Flex, and video-compression developers. My role was to improve the user interface design, interaction accessibility, and visual appeal of Powow.

The secondary product is Evidentia, a dynamic and intuitive user interface design turns data into knowledge, allowing large quantity of information to be quickly translated via a bespoke visual language, putting your data in your hands. Similarly to Powow, my role was to design & improve the user interface design, interaction accessibility, and visual appeal of Evidentia. The biggest hurdle or challenge would be to quickly understand each unique customer business model and visually interpret it into the Evidentia Data Visualisation product and UI.

Both of the above products growth & evolution over the last year has gained international traction and interest.

Senior Web Designer/ Project Manager iSite Interactive
Nov 2009 to May 2010
The responsibility of this role is quite diverse, in the sense that while I led the creative briefs issued by clients, creating visually stunning and engaging user interface web designs, I also managed each project from start to go-live. The creative part of the role entails designing wireframes, then conceptual user-interface design for web, logo/ branding design, flash design & development, front-end development, etc. The project management part of the role is managing the production process, liaising with the client on the progress of their project, applying project management processes to ensure the website is delivered flawlessly.

Founder of Ardent Interactive - Auckland, New Zealand
Nov 2006 to Present Date
Since the foundation of the company, Alexander has been hands-on with over fourty projects involving web design, web development, integration with various CMS solutions, email marketing, flash interactive and flash game design. He has closely liased with some of Auckland's most well known advertising agencies and worked on high-profile brands as can be seen in the company's online portfolio (http://www.ardentinteractive.co.nz/portfolio).

The responsibilities of the role were (in a nutshell) all of the operations included in the day-to-day running of a design and development company; including client liason, best-practice project management methodologies to meet goals, budget control, wireframe & specification document design, brand research and analysis, online usability analysis, concept design, CSS templating, development, CMS integration, SEO-semantic code preparation, interactive development, testing and launch of the project, iterative design following launch, and client-relationship management.

Managed various small teams of contractors in order to achieve completion of the production design and development, whilst also being hands-on with all projects.

Full-Time Diploma Tutor, Natcoll Design Technology

August 2008 to July 2009

Alexander entered this job half-way through the diploma year replacing the interactive tutor at the time. This role consisted of student management and required a hefty amount of people skills in order to manage twenty students as well as their projects to their various challenges in regards to the course. A huge part of this diploma course was the Flash Game Development module which most students also majored in, other modules include; Web Design Concepts & Visuals, Web Templating with CSS & XHTML, Video Production and Post-Production, and Interactive Design.

The course includes Introduction and Beyond the Basics of the following; Photoshop, HTML & CSS, Javascript, AJAX, Final Cut Pro, Soundtrack Pro, After Effects, Adobe Flash, and Actionscript 3.0.

UI Designer, iVistra Technology

May 2006 to Nov 2006

This role involved working with a team of Flash developers, Project Managers, and BA's; working on two software applications that involve Real-time Data Visualisation. This involved a mixture of preperation of client concept designs, UI module designs ready for development integration, quality assurance. iVistra is now trading as VisFleet (www.visfleet.com) – owned by Sam Morgan.

Short Courses Tutor, Natcoll Design Technology

Feb 2007 to June 2009

Initial commencement of this role inculded of the structure and design of the following courses; Introduction to Flash, Introduction to Actionscript 2.0, and Flash: Beyond the Basics using AS 2.0. These courses commonly took place once for the duration of five weeks at three hour sessions.

Alexander also often tutored the Introduction to CSS & XHTML, as well as Introduction to Web Design courses. Classes usually consisted of 4-12 students.

Freelance Graphic/ Web/ Interactive Designer

Nov 2005 – Nov 2006

Alexander established a client-base during this time with clients supplying design & development requirements on a consistant basis for his portfolio to grow with varied work and for him to gain enough of an understanding of client relationship management that led Alexander to the formation of his own company, Ardent Interactive - http://ss.ardentinteractive.co.nz (see above).

Graphic/ Web Designer, Zorb Ltd

Jan 2005 – Nov 2005

Created designs, concepts, and sample layouts based on knowledge of layout principles and esthetic design concepts. The job required extremely polished client presentation skills along with demonstrating a clear vision of how the work addresses problems and requirements set forth in a creative brief. Job duties implied designing, creating and producing new media ads, wireless communications, website content and other digital and interactive media incorporating the newest technologies all while working closely with creative and other internal teams (user experience, professional services and account management).

Education:
Advanced Diploma of Multimedia (Interactive Media)
RMIT University
Melbourne, Australia
Jan 2003 – Dec 2004

Diploma of Graphic Design & Certificate of Web Design
Institute for Design
Brisbane, Australia
Jul 2001 – Nov 2002

Foundation Certificate in Design
Design Centre
Johannesburg, South Africa
Feb 2000 – Nov 2000

Work Samples:
Please review my portfolio here:
http://www.ardentinteractive.co.nz/
http://www.alexanderbalanoff.com/

Other work samples may be presented upon request.

References:

Futuretech Ltd - "Alex is an exceptional **senior UI designer** and digital designer. I was teamed with Alex on several projects where I was primarily responsible for the Business Analysis and he was creating software **user interface design** and artwork. He consistently produced quality outputs that fitted with the corporate guidelines and aligned perfectly with functional specifications. He generally understands business drivers extremely well, and is not afraid to seek confirmation of expected system dynamics if there is any uncertainty. His **UI design** flair is an extremely rare combination of art and science resulting in software **user interface design** that look great and can perform well for the user.

During the time we worked together he also made a huge impact on the company's branding, giving the start-up business a much more professional look, following a theme of "*Bleeding Edge Software Development*". As the company's webmaster, Alex totally revamped the look, content and refined SEO of all online marketing collateral. He also updated the templates for business documents, presentations, marketing material, etc. In addition to having excellent business and design skills, Alex has been a great team player. He eagerly participates with the other members of the team, sharing his ideas and expertise. He was always ready to jump in anywhere help was needed. I wouldn't hesitate to recommend Alex to any prospective employer. He would be great asset to any company."

- Chris Skilton, *Business Development Manager / BA / PM, Futuretech* - September 8, 2010

iSite Interactive - "Alexander was an excellent web designer and team player. He got on really well with all his colleagues at iSite and was very focussed on his tasks. He dealt with iSite's clients with the ut-most professionalism. He will be a great asset to any company that hires him." September 13, 2010

- Sanjay Jagannath, *Senior Web Developer, iSite Interactive*

more references available upon request.