

**ALAN C. HALL II**

**GRAPHIC & WEB DESIGNER**

**HALLZZZ.COM**  
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**757.419.8447**

A multifaceted front-end visual and UI designer (primarily graphic and web design) who is always working to maintain a strong focus on conceptual design, brand identities and digital/print development, while embracing a visually strong and user-friendly experience.

## **DEILY, INC. • Austin, TX**

Web Designer

Feb 2015 - Feb 2016

Helped visualize Deily's site (via user research, mockups/wireframes, mood boards and prototypes), while focusing on User Interface (UI) patterns for print, mobile and web (utilizing Trello, Constant Contact and Confluence). Sketched, designed and coded landing pages and created daily, weekly and monthly newsletters to reach over 2 million users, while producing multiple projects simultaneously under tight deadlines with proficiency.

## **NETSPEND CORPORATION • Austin, TX**

Web Designer, Marketing

**Project:** Brink's Prepaid MasterCard®

Jan 2014 - Apr 2014

Worked closely with creative and marketing teams on the web and mobile UI / UX design of the Brink's Prepaid MasterCard® marketing/acquisition sites. Also heavily involved in strategy, concepts and art direction for ACE, PayPal, BET, HEB, Western Union, NetSpend and Fifth Thirds Bank accounts (utilizing Git, JIRA and SilverPop).

## **ART REVEALER • Austin, TX**

Graphic and Web Designer

**Client:** Brent Bayless

Jul 2013 - Sep 2013

Aided in design and marketing materials utilizing HTML5 & CSS2/3 (via Wordpress and Bootstrap), while being the primary team leader in regards to User Interface (UI) design (layout, navigation, typography), and Branding and Identity development (advertisements and stationary).

## **ART INSTITUTE OF AUSTIN • Round Rock, TX**

AAS in Web Design & Interactive Media (Media Arts)

Jan 2012 - Dec 2013

Primary focus on front-end visual design, typography, motion/video graphics, and interactive media. Also a member of AIGA Austin, WDIM Club and the Electronic Music Club.

## **ECPI UNIVERSITY • Virginia Beach, VA**

BS in Web Development (Information Systems)

Feb 2008 - May 2011

Primary focus on code-based applications, business management, marketing & sales, entrepreneurialism, branding and identity principles. Also a former member of OSWM (Organization of Student Webmasters).