



# Alex Dasi

## Front, UI & Graphic Designer

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### Languages

English Bilingual

Spanish Native

## Latest projects



**Camisola web design**  
Web and design project fully developed in HTML, CSS and JS. (In progress).



[Camisola](#)



**Portfolio project**  
Experimental portfolio fully developed in HTML, CSS and JS. (In progress)



[Portfolio](#)

## Experience

- Nov 2024 - Current Valencia

**Account Manager**  
DinAI

Managing client relationships to ensure satisfaction and long-term success. Handling inquiries, resolving issues efficiently, and identifying opportunities for business growth through upselling and cross-selling. Focused on clear communication and building strong, lasting partnerships.
- Dec 2022 - Apr 2024 Valencia

**UX/UI Designer**  
Idrica

UX/UI Designer in a 7 member team within a +70 people product development department in an extremely fast growing company in the water treatment sector. Leading the Plant Analytics project between July '23 and April '24.
- Aug 21 - Jan 25 London UK - Remote

**Visual designer**  
Knowadays

Graphic & UI designer mid-weight designer in a young startup, split between content and marketing teams. Responsible of creating social media, animations, illustrations and website UX/UI redesigns.
- Mar 2019 - Aug 2021 Edinburgh UK

**Graphic design specialist**  
Scottish Enterprise

Project managing main key reports, designing infographics, event collateral a brand application in coordination with other agencies/creative departments. Balancing between each project's particular deadlines and priorities has been key, whether is in a team work environment or individually, and then share these hard work with senior members either within my own company, external stakeholders or Scottish Government.
- Nov 2016 - Mar 2019 Edinburgh UK

**Graphic designer**  
Registers of Scotland

Main graphic designer in Registers of Scotland's Communication Department since 2016, in a teamwork environment of over 30+ members, in an over 600 employees company just in Edinburgh, and over 1200 in Scotland. Leading different projects which included create new branding, collateral, digital design, closely collaborating in the general looks of the new website and intranet, developing social media banners, leaflets, pop-ups, posters, reports, styleguides, logos, icons, ads etc.

## Education



**Foundations of User Experience (UX) Design**  
Currently



**ID3 Postgrad in Design and Web development**  
2021 - 2022



**Product and Graphic Design Degree**  
2008 - 2012

## Skills



Design

Web Design

Mobile Design

User Interface

- Branding
- Wireframing
- Prototyping

Design System



Development

HTML

CSS

Sass

PHP

Wordpress

## Tools



**Figma**  
UI Design, prototyping



**VS Code**  
Code editor



**Github**  
Code management



**Adobe CS**  
Design