ALEX DASI

Designer · Websites for businesses, digital product and brand

hola@alexdasi.com (+34) 616 420 048 alexdasi.com Valencia, Spain

Designer with 15 years of craft in brand and digital design and, in recent years, UX/UI and product. Today I design and build websites for businesses with **ATELIER**, my own AI-assisted system, and take on digital product work by project. I'm at my best with complex problems: figuring out how something really works, then making it easy to use.

WHAT I DO

Product
Information architecture, UX flows, design systems, prototyping

Craft
UI, visual systems, brand identity, art direction

Web and AI
HTML, CSS, Astro, WordPress; AI-assisted workflows; React and Three.js prototypes

TOOLS

Figma, VS Code, GitHub, Adobe CS · Claude, Claude Code, Midjourney, Runway

EDUCATION

ID3 Postgraduate in Web Design and Development
ESAT · 2021–2022

Foundations of User Experience (UX) Design
Coursera · 2022

Degree in Product and Graphic Design
CEU San Pablo · 2008–2012

LANGUAGES

Spanish
native

English
bilingual · 5 years in Edinburgh

OTHER PROJECTS

Terralava
Jewellery brand I co-founded in 2020: branding, e-commerce and marketing

Elsa Moreno
Website for a poet and artist, 2025

EXPERIENCE

ATELIER
Valencia · 2026–present

Founder & designer OWN PROJECT

- My own AI-assisted system to design and build websites: trends, references, design directions, demo and final site in code (Astro), checked on mobile, tablet and desktop.
- Websites for clients in Valencia: Berto Sánchez (industrial designer) and Librería El Imperio. I set the direction and make the calls; AI researches, produces and checks within those rules.

ODEI
Remote · May–Jun 2026

Product Designer (contract)

- Two months designing one feature end to end for a construction-cost SaaS: grouped budgets with tracked changes.
- Flows to record changes to price, material, quantity and product type without leaving the view; business-rule edge cases resolved with the CEO and engineering in Figma.

DINAI
Valencia · 2024–present

Product Designer (freelance)

- Client-facing product and brand design; I lead meetings, presentations and design proposals.
- AI tools (Claude, Claude Code) to explore concepts and iterate faster.

TULONG
Valencia / Philippines · 2024–present

Product & System Designer OWN PROJECT

- Logistics control system for last-mile aid, built from field work with World Central Kitchen.
- Modelled routes, fleet, capacity and ETAs into clear digital flows; interactive prototypes in React and Three.js.
- Helped cut around 4 days off a 3-week field activation.

WORLD CENTRAL KITCHEN
Valencia / Philippines · 2024–2025

Logistics Operations (field)

- Last-mile distribution under pressure, in the Valencia DANA floods and in the Philippines.

IDRICA
Valencia · Dec 2022–Apr 2024

UX/UI Designer

- Led UX/UI for Plant Analytics, a platform to run wastewater plants: alarms, maps and dense technical data.
- Worked with PMs and developers; research included engineer interviews and on-site plant visits.
- Contributed reusable UI patterns toward design-system consistency.

KNOWADAYS — Visual & Digital Designer
Remote (London) · 2021–2025

- Design production and digital redesign of a global online learning platform across web, email, social and editorial, including conversion flows.

SCOTTISH ENTERPRISE — Graphic Design Specialist
Edinburgh · 2019–2021

- Reports, infographics, event collateral and brand applications; presentations to senior stakeholders.

REGISTERS OF SCOTLAND — Graphic Designer
Edinburgh · 2016–2019

- Lead designer in Communications: branding, digital assets, campaigns and visual direction of web and intranet.