

# ALEK CORONA

## UI/UX ARTIST

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### // PROFILE

Lead / Head of Design with over 20 years of experience leading teams into creating beautiful interfaces and websites across Europe. I have been fortunate enough to have worked on some exciting and innovative projects for clients such as NHS, DHSC, UK GOV, UKRI, Innovate UK, Bwin, SAGA, Classic FM, The Telegraph and more. A career progression from Front End design up to User Centric Design leadership to ensure no gaps are left between the design and development user process. Musician, Creative, D&D player and addicted to videogames.

### // SKILLS

#### // Tech Skills

UI / UX  
HTML / CSS  
UK GOV GDS  
Branding  
Accessibility  
Style guides

#### // Software

Photoshop  
Illustrator  
Adobe XD  
Sketch App  
Figma  
Invision  
Zeplin  
Miro / Mural  
Heroku  
Axure RP

#### // Agile

Jira  
Confluence  
Trello

#### // Languages

English  
Spanish  
Italian

#### // Education

Law Degree  
Prince 2  
Nexus Course

 Government Digital Service

 UX Design

 UI Design

 Team Management

 HTML / Css

### // PROFESSIONAL EXPERIENCE

#### Ui/Ux Artist

Freelance - London, UK

     
02/2022 - Present

At the start of 2022 I finally took the decision to start working on what I love: videogames. I spend most of my time between my music, DND sessions and videogames. I hope with time I can bring more UX/GX into videogames to convey the best experience to our gamers.

#### Head of User Centric Design

UK GOV UKRI / Innovate Uk - London, UK

      
02/2021 - 02/2022

Leading The User centred and GDS implementation for Innovate UK governmental funding services to help define and execute the company's sense of purpose; it's business, product and market strategies for the future ahead. Recruit and develop designers by defining their career paths, identify opportunities and inspire them to do the best work of their lives.

#### Head of Service and Interaction Design

UK GOV DHSC / NHS Test and Trace - London, UK

      
09/2020 - 02/2021

Leading the Service and Interactive (18-22 lead professionals) cross functional (UX/UI/Service design teams) to deliver User-centric digital services assigned to 14 different squads as per tasks requirements, in line with Government Digital Service (GDS) standards. Implementation of a Service Design Model across NHS Test And Trace.

#### Ui/Ux Specialist

Contractor - London, UK

     
09/2009 - 09/2020

Contracting using my own umbrella starting from a Front-end Design role up to Head of Design for organizations including: NHS, Innovate UK, UKRI, COI (DATA.GOV.UK), BWIN, SAGA, Overclockers, Kitguru, EHA and several design agencies.

### //EDUCATION

2022 Nexus Ui/Ux Gaming course

2015 PRINCE2 Project Manager - ILX Group London, UK.

2009 BRITISH BACHELOR OF LAW DEGREE - UniMarconi University of Rome, Italy.