

Alex — Pytlarz

Designer and Art Director with 9+ years of experience
specializing in User Experience, Brand and Systems Design
Oakland, CA

Experience

Google, Brand Studio, San Francisco

TVC Visual Designer April 2019 - Present

As part of the brand standards team, I worked on and ran Google's Marketing Web Standards (MWS), the marketing style sister guidelines to Material Design.

I built the design tooling system across Sketch and Figma, redlined components for engineers, wrote documentation, hosted agency trainings and office hours, and ensured the highest standard of accessibility.

As a resident expert of MWS, I lead design on many critically important and fast-turnaround websites like Google's response websites to COVID-19 & Racial Equity, an Inclusive Marketing educational hub, and high-profile projects like the Year in Search 2020 interactive experience. I also crafted an editorial focused design system for about.google.

Eventbrite, San Francisco

Senior Brand Designer 2017 - 2019

I was the bridge between the Brand Studio team and the Product Design team to craft both a more expressive product design system and a more product-and-sales-informed web marketing ecosystem. During my tenure, I worked to rebrand Eventbrite, launch and market the B2B focused Eventbrite Music, design advertising campaigns and brand activations, facilitated design thinking workshops and user testing sessions, and managed another designer on my team.

Odopod, San Francisco

Senior Art Director 2016 - 2017

At Odopod, I lead teams of designers on client project and learned to think beyond design into business strategy, hiring and team culture. I was responsible for establishing strategy, managing project teams, UX and visual design, seamless handoffs to engineers and presenting work to clients.

Titles I also held at Odopod:

Art Director 2014-2016, **Senior Designer** 2013-2014, **Designer** 2011-2013

Education

Bachelor's Degree, New Media Design & Imaging 2007 - 2011

Rochester Institute of Technology - Rochester, NY

Contact

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Specialties

Interaction Design
Brand Design
Systems Design
Strategy
Rapid Prototyping

Skills

Sketch
Figma
Photoshop
Illustrator
After Effects
G Suite
Arduino

Clients

Google
Apple
Sony
Dolby
Eventbrite
Visa
Genentech
Tesla
Sonos
Coca-Cola