

NICK ALEXANDER

EXPERIENCE DESIGN LEAD

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WWW.NICKALEXANDER.CA

ABOUT

Nick is a multidisciplinary design strategist and team lead. With an unwavering passion for future-forward human-centric design and innovation, Nick builds world class experiences that challenge the status quo.

EXPERIENCE

DESIGN LEAD

ASTOUND GROUP
Toronto, Canada

October 2020 – Present

- Subject matter expert on best practices for UX, innovation, and design for rich interactive experiences, digital products and services.
- Leads teams of product designers and developers using agile methodologies and design thinking principles in a fast-paced consultancy environment.
- Works directly with clients to develop an understanding of project needs, design and facilitate discovery sessions.
- Diagnosis and bespoke solutions design for international enterprise clients.
- Executes comprehensive research to identify client needs and pain points and establish KPIs.
- Advocates for a diverse, inclusive culture of lifelong learning.

TECHNICAL MANAGER

NATIONAL FILM BOARD OF CANADA (NFB)
Toronto, Canada

March 2020 – October 2020

- Developed innovative VR and mocap solutions, user research interventions, and dynamic real-time debugging for a revolutionary immersive mixed reality performance.

GRADUATE RESEARCH ASSISTANT

OCAD UNIVERSITY
Toronto, Canada

April 2020 – September 2020

- Research and curriculum development for graduate-level online learning, with a focus on accessible VR tools, photogrammetry, and computer-assisted design.

PRODUCT DESIGNER

MYANT

Toronto, Canada

Freelance September 2018 – May 2019

- Led a diverse team of researchers and designers to develop a groundbreaking health and wellness app for users of next-gen smart wearables.

EXPERIENCE DESIGNER

SECRET CITY ADVENTURES

Toronto, Canada

November 2016 – January 2018

- Devised and produced original live narrative immersive games in association with key stakeholders.

EDUCATION

MASTER OF DESIGN (2020)

DIGITAL FUTURES

OCAD University, Canada

BACHELOR OF ARTS HONORS (2011)

THEATRE STUDIES

York University, Canada

SKILLS

- PRODUCT DESIGN
- SERVICE DESIGN
- DESIGN THINKING
- STRATEGIC DESIGN RESEARCH
- EXPERIENCE DESIGN
- AR, VR & XR DESIGN
- IMMERSIVE DESIGN
- TEAM LEADERSHIP
- CLIENT SERVICES
- AGILE METHODOLOGIES
- DESIGN FOR EMERGING TECHNOLOGIES
- PROJECT MANAGEMENT TOOLS (Salesforce, Jira, Confluence, Notion)
- UX & UI
- PROTOTYPING TOOLS (Miro, Figma, Adobe CS)
- PITCH DEVELOPMENT
- COMPUTER-ASSISTED DESIGN
- CONTENT WRITING
- CODING (HTML/CSS, Javascript, C#)

TALKS & PUBLICATIONS

AUTHOR

THE PROBLEM WITH IMMERSION

International Symposium of Electronic Art (ISEA) 2020, Montreal QC

SPEAKER

MACHINIC SENSE AND SENSIBILITY

International Symposium of Electronic Art (ISEA) 2020, Montreal QC

SPEAKER

THE NATURE OF NARRATIVE

cyberhaze, OCAD University 2020, Toronto ON

AUTHOR

PLAYTIME FOR PUNCTUM: AUGMENTED ROLE-PLAY

MDES Thesis, 2020

LINKS

<https://www.nickalexander.ca/> **(Portfolio)**

<https://www.linkedin.com/in/npalexander/> **(LinkedIn)**

<https://www.instagram.com/np.alexander/> **(Instagram)**