

NICK ALEXANDER

DIGITAL DESIGN LEADER

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ABOUT

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

EXPERIENCE

DESIGN AND INNOVATION LEAD

ARCHITECH

Toronto, Canada

June 2022 – Present

- Interim head of design team, providing strategic and creative leadership for Architech's multidisciplinary design practice.
- Defining and refining service offerings, practices and standards.
- Managing, mentoring, and growing a team of staff and contractors.
- Leads design on innovative emerging technology projects, including new artificial intelligence solutions.
- SME on AI design standards and practices, guiding clients and partners to success on deploying, leveraging, and ensuring usability of AI products and services.
- Leads the ideation and design of complex web, mobile and multichannel products.
- Provides critiques and peer review of other designers' work, overseeing the team's work as senior design authority.
- Creates, guides, and encourages thought leadership activities – both internal and public facing.

DESIGN LEAD

ASTOUND GROUP

Toronto, Canada

October 2020 – June 2022

- 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.
- 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

DIGITAL FUTURES

OCAD University, Canada, 2020

BACHELOR OF ARTS, HONORS

THEATRE STUDIES

York University, Canada, 2011

SKILLS

- | | |
|---|---|
| <ul style="list-style-type: none">• Digital transformation• Product & service design• Account strategy• Innovation• Resource assessment• Design strategy• Team leadership• Client services | <ul style="list-style-type: none">• Design thinking methodologies• Agile methodologies• Design for emerging technology• Design for immersive media• Project management tools
(Salesforce, Jira, Confluence, Notion)• UX & UI |
|---|---|

- Prototyping tools
(Miro, Figma, Adobe CS)
- Pitch development
- Design for AR, VR & XR

TALKS & PUBLICATIONS

SPEAKER

TELUS BUSINESS MARKETPLACE IoT TRANSFORMATION

Architech Explains, 2023

AUTHOR

THE PROBLEM WITH IMMERSION

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

AUTHOR

PLAYTIME FOR PUNCTUM: AUGMENTED ROLE-PLAY

MDES Thesis, 2020

AUTHOR

THE NATURE OF NARRATIVE

cyberhaze, OCAD University 2020, Toronto ON

SPEAKER

MACHINIC SENSE AND SENSIBILITY

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

ACCREDITATIONS

IDEO U

Activating Strategy
Designing Strategy
Human-Centered Strategy

GOOGLE CLOUD SKILLS BOOST FOR PARTNERS

Digital Transformation with Google Cloud
Generative AI
Large Language Models
Responsible AI

LINKS

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

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

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