# Alexander Rublevsky

Web Developer / Graphic Designer

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<u>Portfolio</u>

## Objective

An outcome-driven **designer** and **developer** with **3+ years** of experience in guiding the user's attention with business goals in mind. I deliver the results of an entire web team in half the time by leveraging the **Laravel** (PHP)  or **WWX** (webflow, wized, xano) toolstack. Currently expanding my expertise into **React** and **Next.js** to further enhance my front-end capabilities.

Beyond web, I bring expertise in screen printing, packaging design, and photography, ensuring a versatile approach to creative and technical challenges.

## Education

**Mohawk College** (Hamilton, ON), Graphic Design Advanced 3 year program — 01/22 - 08/24

**Digital Pipeline 4 youth** (Hamilton, ON), a paid program for technical training, and soft skills. — 10/24 - 11/24

**Centre3** (Hamilton, ON), screen printing workshop — 07/24 - 08/24

**Auckland Grammar School** (New Zealand) — 07/19 - 12/21

## Experience

**Web Developer** at *FemTech Search Ltd* — 07/24 - 09/24
Developed a <u>website</u> with Webflow for an executive search firm that connects top-tier talent with companies dedicated to advancing women's health.

**Web Designer & Developer** at *InkSoul* — 05/24 - 08/24
Designed and developed a <u>website</u> with Figma and Webflow for a Tattoo studio.

**Web Designer & Developer** at *Africa Power Supply* — 04/24 - 06/24
Designed and developed a Webflow <u>website</u> for a startup that aims to revolutionize African waste-to-energy systems.

**Graphic Designer** at *Hamilton Public Library (Central)* — 01/24 - 04/24
Was in charge of creating brand identities for the library events in various mediums from print materials to web and social media. Utilized Photoshop for design and After Effects for animation.

**Web Designer** at *BeautyFloor* — 05/23 - 09/23
Designed an <u>e-commerce website</u> for a flooring business in Figma and supervised its development on WordPress.

## Skills

**Front-End:** HTML5, CSS, JavaScript, Tailwind CSS, Webflow, Spline, React (learning), Next JS (learning)

**Backend:** PHP, Laravel, Xano, Wized.

**Tools & Analytics:** SEO, Google Analytics, Cloudflare, Git.

**Design:** Figma, Photoshop, InDesign, Illustrator, After Effects, Photography, Photo manipulation, Screen Printing, Pre-press / Print, Packaging, Poster Design, Branding.

**Soft Skills:** Attentiveness, Leadership, Empathy, Confidence, Communication, Time Management, Helicopter view.

## Languages

English Fluent (C1)  |  Russian (Native)