

ALEXANDER CALLEIA

FRONT-END DEVELOPER • UX/UI • VISUAL DESIGNER

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SUMMARY

Multidisciplinary designer-developer with 10+ years creating user-centered digital experiences from concept to launch. Fluent in both Figma and React, with a fine-arts foundation (BFA, Illustration) that pairs a strong visual eye with real front-end engineering. I think in user flows and component architecture at the same time – designing systems that are visually compelling, technically sound, and measurably effective. Experienced leading cross-functional teams and iterating on data to ship interfaces that convert.

CORE SKILLS

Front-End Development: React, Next.js, JavaScript (ES6+), TypeScript, HTML5, CSS3, Tailwind, Material UI, Node.js, Firebase, AWS, Responsive & Accessible UI, Git, Storybook

UI/UX Design: Figma, User Flows, Wireframing, Prototyping, Design Systems, A/B Testing, CRO, Usability Iteration

Visual & Graphic Design: Adobe CC (Illustrator, Photoshop, InDesign, Premiere, After Effects), Brand Identity, Typography, Motion, Illustration, Layout

E-Commerce & Analytics: Shopify, Shopify Liquid, Hydrogen/Headless, Klaviyo, GA4, Google, Meta, Amazon, TikTok Ads

Collaboration: Cross-functional team leadership, Offshore dev management (3-5), Agile/Sprint workflows, Stakeholder communication

PROFESSIONAL EXPERIENCE

Senior UX/UI Designer & Front-End Developer | **Contract Pharmacal Corp** · Hauppauge, NY *Nov 2018 - Current*

- Led UX and front-end development for the company's vitamin and supplement storefronts, from early wireframes and design-system work through production React and Liquid code.
- Grew revenue through repeated UX redesigns and checkout improvements, leaning on GA4 and Klaviyo data to decide what to build and what to drop.
- Built the design system used across product pages, campaigns, email, and paid social, maintaining visual consistency.
- Designed brand and campaign creative, including landing pages, ad sets, and email, drawing on my graphics background.
- Art-directed the visual identity for product launches and seasonal promotions, taking work from concept through production-ready files.
- Prototyped and A/B tested new features, using site data (143,280 users across 185,113 sessions) to focus on the changes that actually moved add-to-cart and purchase rates.
- Managed a small offshore team of three to five developers: wrote the design specs, checked their work for pixel accuracy, and kept feedback moving between stakeholders and engineering.

Graphic Designer, Product Designer & Web Developer | **Madame Paulette** · Long Island City, NY *Jan 2018 - Nov 2018*

- Designed and built a new product website from scratch, handling the visual identity, UX, and front-end while keeping it true to the existing brand.
- Created the digital and print marketing materials (email, signage, forms) and used analytics to refine the site's UX and lift conversion.

Designer | **Oxygen, Inc.** · Hicksville, NY *Oct 2014 - Jan 2018*

- Led the company's rebrand and built its first online presence.
- Turned trend research into product designs, catalogs, and sales presentations for national retail accounts.

Freelance Web & Brand Designer | **Multiple Clients** · Remote *Nov 20218 - Current*

- Design and build client sites (dawncohenlcsww.com, miracleofhelp.org, thehookclub.nyc and more) using React, WordPress, Wix, and Squarespace, plus full brand identities: logos, email, and promotional materials.

EDUCATION

Web Development Immersive · General Assembly · 2017

Bachelor of Fine Arts, Illustration · Fashion Institute of Technology · 2011