

ALEC MARTIN

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570-766-6392

EDUCATION

Wilkes University, 2023
Bachelor of Arts in
Digital Design and Media Arts
Minor in Marketing, GPA: 3.56

AWARDS

Contributed to 3 American
Advertising Award (ADDY)
winning projects at Posture
Interactive.

Won the 2021 Direct Effect
Innovation Challenge as a
part of the Wilkes Team

SOFTWARE

Figma
Adobe Creative Suite
WordPress
Microsoft Clarity
Google Tag Manager
Google Analytics
Duda
WIX
HTML & CSS
PHP
GitHub
MailChimp
Excel
Canva

SKILLS

User Research
Usability Testing
Prototyping
Persona Development
Information Architecture
System Design
Human-Centered Design
Design Research
Heuristic Evaluation
UI Design
Design Strategy
Graphic Design
Branding
Task Management
Stakeholder Management
Cross-functional Collaboration

WORK

UX Designer

Posture Interactive (May 2024 – Present)

Responsible for the full UX and web design lifecycle across custom WordPress and Duda projects, collaborating with developers and project managers while independently owning client-facing discovery, design, QA, analytics, and ongoing site maintenance.

- Led end-to-end UX and web design for 10+ custom WordPress projects.
- Performed QA testing across 20+ custom development projects.
- Designed and developed 40+ client websites using Duda.

Digital Coordinator

Posture Interactive (May 2023 – May 2024)

Served as a cross-functional resource across graphic design and development teams, aiding development, website content builds, handling brand identity projects, digital and print assets, social media graphics.

Design Intern

Posture Interactive (Oct 2022 – May 2023)

Supported the design team with graphic design tasks across social media, branding, web design and other digital and print content.

Scholar of Digital Design and Media Arts

Allan P Kirby Center (Jun 2021 – May 2023)

Led graphic design efforts for the APKCFEE, collaborating with marketing and communications scholars to support client branding projects, new business identity design, and website management across Wix and WordPress platforms.

- Worked directly with and managed 15+ clients as the main design contact

TEACHING

Adjunct Professor

Wilkes University (Aug 2025 – Present)

- Taught the UX design process from user personas, user flows, and wireframing through an ongoing App design project during the Fall Semester
- Taught the fundamental of web development through WordPress Full Site Editing during the Spring Semester

Adjunct Professor

Keystone College (Jan 2025 – Present)

During Spring Semesters, taught Web Design II which taught the fundamentals of web design and development through WordPress Full Site Editing

VOLUNTEER

Web Director

AAF Northeast Pennsylvania (Sep 2024 – Present)

- Manage and maintain updates to the AAF NEPA website, ensuring content is current, accurate, and engaging.
- Collaborate with the AAF board of directors to support event promotions, sponsorship initiatives, and member resources.