Alex Butterbrodt

UI/UX Designer · Visual Designer · World Record Holder · Endurance Athlete · Boy Mom · Snack Lover

EXPERIENCE

Senior Graphic Designer
PeopleForBikes
📅 01/2017 - Present 📍 Boulder, CO

I develop creative designs across print materials, apparel, presentations, and campaign websites. I collaborate with internal stakeholders to define requirements, establish scopes, and manage project milestones. I build wireframes, develop branding and graphics, select imagery, coordinate copywriting, and create prototypes to deliver cohesive digital experiences. I evolve brand guidelines through thoughtful use of color, typography, photography, and layout, while mentoring junior and freelance designers to elevate overall team output.

Contract Graphic Designer
Turn It Blue
📅 02/2024 - Present 📍 Remote

I work on original designs for print and digital media. This includes everything from complete brand identities, to event signage. I work with clients to set requirements, project scopes, and manage key milestones. I incorporate client feedback to refine each piece, and ensure every project is completed to the clients standard.

Contract UX/UI Designer
Hanai Health
📅 02/2023 - 03/2024 📍 Remote

I managed communication between the client, users, and our design team. I worked on defining the scope of work, setting expectations, and building the project timeline. I created sketches and produced both low- and high-fidelity prototypes. I developed the full visual identity for the She|Her app, including the color palette, icon library, graphic elements, logo, and app icon.

Prototyper
BOA Fit Systems
📅 04/2014 - 09/2016 📍 Denver, CO

I built, tested, and inspected sales prototypes to evaluate performance, quality, and alignment with customer specifications. I documented installation processes through product photography and detailed reports created using Adobe Creative Suite. Additionally, I selected appropriate materials and processing methods to meet the final product requirements.

SUMMARY

I'm Alex Butterbrodt, I am an endurance athlete, backcountry skier, and mountain biker. With this experience I bring focus, adaptability, and problem-solving into every design challenge.

I'm currently the Senior Graphic Designer at PeopleForBikes where I build campaign sites, create intuitive interfaces, and lead other creatives. Just as I approach challenges in the backcountry, I approach design with motivation, intention, clarity, and a deep respect for the people I serve.

EDUCATION

B.S. Visual Communication Design
Arizona State University
📅 08/2007 - 05/2011 📍 Tempe, AZ

TRAINING/COURSES

Web Developer Boot Camp 2025
Udemy
📅 In Progress 📍 Remote

User Experience Design
General Assembly
📅 09/2022 - 03/2023 📍 Remote

SKILLS

Adobe Creative Suite, Webflow, Memberstack, HTML + CSS, Figma, Design Systems, Variants, Responsive Layouts, Qualitative + Quantitative research, Interviews + Testing, Wireframes + Prototypes, User Flows, UI Design, Branding, Project Management