

# alex bellingham

ui + product design

I design things that are beautiful where they  
need to be, but invisible where they should be

## HELLO

I'm Alex, a UI, product + visual designer building digital products, apps and websites.

My experience spans art, culture, fashion and technology – from redesigning a mobile OS shipped to 70 million devices, crafting an AI companion for one of the world's most prestigious art fairs or building a global competition platform for Red Bull.

“ ”

Good design doesn't come from controlling every element, it comes from knowing what to leave out

## COLLABORATIONS

Microsoft, Sony PlayStation, HONOR, Mercedes, BT, Procell, Burberry, Art Basel, Panasonic, Red Bull, IBM Amazon, Cisco, Jaguar, BP

## EXPERIENCE

2021 - NOW | UI, PRODUCT + VISUAL DESIGNER

freelance

UI and visual design for Art Basel, HONOR, IBM, Panasonic and others – spanning mobile OS, AI-powered apps, marketing websites and early-stage product concepts. I also worked solo and directly with small independent businesses on marketing and branding websites, landing pages and early-stage concept products

2021 - 25 | UI DESIGN LEAD

fantasy interactive

Fantasy Interactive is a globally renowned product design firm, well known for pairing rigorous craft with strategic product thinking

- ▮ Collaborated with designers, directors and developers to align with the broader creative vision ensuring faithful implementation of designs.
- Designed an AI-powered companion app for the world's leading art fair to reduce the sense of overwhelm by providing a digital personal guide connecting 300,000+ attendees to the art world.
  - ▮ Built a flexible component system spanning event discovery, scheduling, gallery exploration and an AI guide to make event attendance easily accessible.
  - ▮ Delivered a curated, visually refined experience rooted in dark mode, utilising ambient moments with bold imagery to simplify otherwise complex functionality.
- Redesigned a mobile operating system for a global consumer electronics brand to reposition them as a genuine competitor in the premium market.
  - ▮ Developed a new visual design language using glass as a unifying metaphor across the full device ecosystem and native applications.
  - ▮ Explored and created concepts and storyboards for magical key moments from AI assistance, Always-on Displays and Wearables.
  - ▮ Delivered a comprehensive colour and design system across light / dark modes, native apps and ensuring consistency across smartphones, tablets and TV.
  - ▮ Shipped on devices used by over 70 million people worldwide.
- Provided UX and visual design support for a major software client to reduce the need of users handling multiple systems to handle marketing campaigns.
  - ▮ Created prototypes and interactive walkthroughs to proof various complex flows that would reduce tools and processes by 90%
  - ▮ Utilised and contributed to their current design system, creating concepts for an app storefront to increase product exposure and encourage engagement
- Designed an early MVP of an AI-integrated family wellness app transforming personal wellness from an individual burden into a collective endeavour.
  - ▮ Crafted warm and approachable UI across habit tracking, shared goals and reflections making wellness feel accessible, friendly and collaborative.
  - ▮ Showcased on a grand stage at CES by a multinational electronics brand.

## EDUCATION

12 - 13

Master of Arts (94%)

UI Design for  
Stereoscopic 3D/ VRUniversity of Central  
Lancashire

10 - 12

Bachelor of Arts (98%)

UI Design

University of Central  
Lancashire

8 - 10

FD Honours (Distinction)

Graphic Design

Runshaw Adult College

## SKILLS / TOOLS

## UI Design

Web • Mobile • TV •  
Mobile / Desktop  
applications • Visual  
Communication • Graphic  
Design • AR/VR •  
Experiential • Wearables  
• Prototyping •  
Storyboarding • Design  
Systems • Animation •  
Moodboarding • Ideation

## UX Design

Wireframing • User Flows  
• User Journeys •  
Prototyping

## Tools

Figma • Framer • Claude  
/ AI • Photoshop •  
Illustrator • After  
Effects

## HOBBIES / INTERESTS

Health + Fitness •  
Weight Training • Video  
Games • Digital Painting  
Meditation • Wellness  
Reading

Koffeecup was a digital production agency working with a number of well known clients to create incredible digital experiences across web, mobile and desktop applications and experiential installations.

- | Presented and prototyped high quality UX / UI for web, mobile, experiential installations and AR/VR applications.
- | Grew from sole UI designer to Senior UI/ UX designer, hiring and mentoring a junior UX in our two-person design team.
- **Burberry** • Designed new software for one of the world's most luxury fashion houses, revolutionising and streamlining the design and engineering process, significantly cutting costs and reducing material wastage.
  - | Crafted dual-workspace interfaces harnessing dark and light UI simultaneously to clearly define purpose, allowing two workflows to exist side by side.
  - | Utilised existing knowledge of everyday tools to create multi-layered prototypes, testing and refining various flows to streamline workflows
- **Red Bull** • Led end-to-end design of a digital ecosystem consisting of a mobile app, marketing site + event platform to launch one of Red Bull's most iconic events.
  - | Created a front facing submission process and a supportive back office system catering for over 40K participants across 400 universities in 64 countries.
  - | Delivered competition training tools, a 30-level AR game, live event management, and a premium exclusive finalist hub to create hype and retention.
- Designed the UI for Maloka - a mobile and VR-connected meditation app, transforming the way we reward daily practice by making progress feel tangible.
  - | Crafted an otherworldly mobile app where users can use and track their practice in or out of VR, making growth visible and at the forefront.
  - | With over 250k users at launch, Maloka resonated not just as a game, but as a genuine wellness tool, built with the aim of bringing mindfulness to millions.

## 2012 - 17 | VR GRAPHIC &amp; UI DESIGNER

sony playstation

Immersive Technology Group - an R&D team within Sony Interactive Entertainment. We researched & developed techniques, ideas & knowledge surrounding immersive technologies (Stereoscopic 3D & Virtual Reality) to develop best practice approaches to VR.

- | Explored UI Design concepts within virtual environments through wireframes, UI flows & visual design, enhancing development efficiency across teams
- Collaborated with development teams using our findings to assist teams in creating the most immersive experiences possible for PlayStation®VR hardware
  - | Conceptualised early prototypes and VR guidelines used to create content for Driveclub VR, VR Worlds, RIGS & PlayRoomVR.
  - | Designed and documented a best practice approach to implementing and using subtitles for VR experiences to be used by global development teams
- Directed the UI design & art style on "Joshua Bell VR" - our Lumiere award-winning, stereoscopic 360-degree video VR music experience.
  - | Produced various branding & marketing assets & implemented the localisation across 30+ languages.
- | Designed the keynote decks to many of our presentations for senior leadership presentations at core events such as Develop, E3, Gamescom, & GDC.