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

ALEX BELLINGHAM

UI + PRODUCT DESIGN

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HELLO

I'm Alex, a UI designer with almost a decade of experience designing digital products, apps and websites focused on thoughtful, intentional work that values clarity over perfection.

I love crafting quality designs across complex, multi-layered digital products and have done so across many industries from art, culture, fashion and technology.

COLLABORATIONS

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

EXPERIENCE

2021 - NOW | UI, PRODUCT + VISUAL DESIGNER freelance

Alongside agency engagements, working solo and directly with small independent businesses on marketing and branding websites, landing pages and early-stage concept products

- Created early stage UX concepts for a booking app in the wellness space
- UI and visual design for various upcoming videogame marketing websites to build anticipation for release

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, providing a digital personal guide to connect 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 • Claude •
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.
- | 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
- | 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 & 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.