

Alex Torres

Design Lead | Brand & Product

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PROFESSIONAL EXPERIENCE

MAGIC LABS

REMOTE

Senior Digital Designer

2023-Present

- Led **end-to-end product design** for Newton, an agentic cross-chain wallet, including brand identity, app visual design, **dashboard UX**, and **staking experience**.
- Designed and shipped features that contributed to **1.39M Newton signups, 990k verified agent transactions, and 410k activated agents** within 1 month after launch.
- Built a **scalable design system** for Newton's product suite, enabling rapid iteration across platforms.
- Partnered with engineers and PMs to **AI prototype, test, and launch web apps**, reducing design-to-development turnaround.
- Created animated visuals and product storytelling assets that improved **user education and engagement**.
- Conducted user research and testing to refine design decisions, ensuring **cross-chain complexity was simplified** for end users.
- Managed a small design team (contractors + FTE), overseeing delivery of both product and brand initiatives.

SCENEPARTNER

ATLANTA, GA

Design Lead (Co-Founder / Side Project)

2024-Present

- Designed the **brand identity, marketing site, desktop app, and full mobile app experience** for ScenePartner, an AI-powered tool helping actors rehearse and record auditions.
- Grew the product to **\$2.5K MRR with 200+ monthly subscribers**, including users from the **top 10 U.S. drama programs in the US**.
- Drove **40% month-over-month revenue growth**, establishing strong early product-market fit.
- Designed and developed the marketing site in Framer, achieving **2.2K monthly unique visitors** with an **average session length of 2m 32s**.
- Collaborated on the creation of features like user **onboarding, script line editing, and teleprompter mode**, delivering an end-to-end product experience.
- Balanced product design with marketing and growth experiments, increasing **subscriber conversions**

GREENLIGHT

ATLANTA, GA

Lead Brand Designer

2021-2023

- Elevated the **product experience** by designing illustrations, icons, and new UI components for the iOS app.
- Designed and managed the **website design system** and IA to drive signups and optimize performance with weekly optimization testing and performance metrics.
- Partnered with product teams to create cohesive brand-to-product interactions across mobile and web.
- Co-created Greenlight's illustration system, improving clarity and engagement within the product.
- Mentored junior designers and guided cross-functional collaboration between brand, product, and marketing.

FULLSTORY

ATLANTA, GA

Brand Designer

2018-2021

- Built the **web design system** for Fullstory's marketing and onboarding experience.
- Designed landing pages and digital flows to support product feature launches.
- Crafted illustrations and visual storytelling assets to improve usability and developer adoption.
- Supported a **brand evolution strategy** while maintaining a clear connection to product usability.

THREEFIVETWO

ATLANTA, GA

Design Lead

2015-2018

- Led **product design sprints, prototyping MVPs, workshops, and User Testing** for **Fortune 500 enterprise companies** and startup clients.
- Designed and validated digital products through **user research, live testing, and iteration**.
- Delivered interactive prototypes for emerging technologies, bridging product strategy and UX.

- Worked in an agile methodology sprint system with PM, engineers, strategists and other designers to deliver brands, digital products, web apps, marketing sites, and MVPs.

SWARM AGENCY

ATLANTA, GA

Interaction Designer

2013-2015

- Collaborated on **digital products, web platforms, and UI design** across multiple industries.
- Produced wireframes, prototypes, and interactive visuals in cross-functional team settings.
- Delivered and iterated on healthcare mobile apps, intranet web apps, and ecommerce web sites.

EDUCATION

UNIVERSITY OF FLORIDA— COLLEGE OF JOURNALISM & COMMUNICATIONS

GAINESVILLE, FL

Bachelor of Science in Advertising, Outside Concentration in Marketing

2011 - 2013

- Member, **UF Ad Society**
- **Art Director**, AdWorks Student Advertising Agency - Worked with local clients to lead, design, and deliver Advertising services with a team of students.

ADDITIONAL INFORMATION

- **Product & UX:** Product Design, Interaction Design, Design Systems, Prototyping, Design Sprints
- **Tools:** Figma, Framr, Webflow, Adobe Creative Suite, Blender, Spline, Principal
- **Other:** Branding, Illustration, UI Animation, 3D Design, AI-integrated design