

Alex Humphries

Senior Digital Designer | UX & Brand Specialist

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Experience



Portland Communications
Senior Digital Designer April 2022 - Present

Led digital design projects for various brands, overseeing the design and implementation of accessible, user-centred solutions, while managing a small team to ensure high-quality outcomes.

- Championed UX best practices, including accessibility design and design systems thinking, leading to improved consistency across projects and a more streamlined design process.
- Mentored and managed colleagues, supporting their professional development and fostering a collaborative environment.
- Developed and executed creative strategies, building brand identities that align with each client's vision and audience.
- Worked as a creative technologist, rapidly prototyping interactive concepts to explore innovative solutions and support client presentations.



Lewis Global Communications
Senior Designer March 2019 - March 2022
Frontend Developer October 2018 - March 2019

Delivered accessible UX design and frontend development, collaborating closely with developers.

- Led UX design projects, creating intuitive and accessible interfaces to enhance user experiences across digital platforms.
- Delivered frontend code (HTML, CSS/SCSS, JavaScript), ensuring designs were responsive and accessible.
- Collaborated closely with backend developers to implement component-driven design solutions, ensuring seamless integration across platforms including Sitecore, WordPress, and Umbraco.



Futura Business Growth Partners
Creative Design Director June 2015 - October 2018
Digital Designer May 2013 - June 2015

Directed digital design, brand identity, and UI/UX projects, establishing processes and guiding creative teams.

- Developed and oversaw brand identities and creative strategies, ensuring alignment with client vision and objectives.
- Designed intuitive and accessible UI/UX for websites and applications, improving usability and user engagement.
- Delivered frontend code using HTML, CSS/SCSS and JavaScript to bring designs to life across various digital platforms.

Core Competencies

Design Expertise

UI/UX Design Corporate Comms Design
Design Systems Brand Identity Design UX Research
Creative Technology (Development/AI) Creative Strategy

Design Instruments

Figma Photoshop Illustrator InDesign AfterEffects
Lightroom Premiere Pro

Development & Digital Platforms

HTML CSS/SCSS JavaScript Bootstrap
Webflow Tailwind React Git WordPress

Personal Qualities

Creative Problem Solver

I turn complex challenges into elegant, user-centred solutions by blending design thinking with practical execution.

Collaborative-Communicator

I excel at building strong relationships across cross-functional teams, ensuring smooth communication between creative and technical stakeholders.

Curious and Adaptable

Driven by curiosity, I stay ahead of trends and tools—constantly evolving my approach to meet the changing demands of digital design.

Detail-Oriented

I bring rigour to my creative work, ensuring every pixel, component and line of code supports a cohesive user experience.

Dig a little deeper

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[alex-humphries.com](#)

[Portfolio](#)

About me

With two decades of design expertise, I specialise in creating accessible, user-centred digital experiences that bridge strategic communication and innovative design. My approach involves a love of digital technology to create robust brands and design systems, underpinned by creative strategy, with a commitment to inclusive design.

Beyond the pixels

On top of my love of art, design and technology, I love to play music, playing in bands with a propensity to funk things up. I take an active interest in world events, I volunteer for a refugee charity and am a lover of learning. I enjoy connecting with people from all walks of life, I love photography and you'll often see me snapping with my Fujifilm in hand.