

Alexandre Leite

Phone:+1 (713)452-9407 / alexandre.leite@gmail.com

SUMMARY OF QUALIFICATIONS

Proactive, result-driven professional. Energetic, multi-faceted and multi-tasking. Passionate in areas of expertise - graphic design, communication, user experience, and development of new technologies - goes out of the way to understand all stages of the projects he is involved in, from concept to delivery.

Team-player, self-learner and open-minded, with determination to lead, technical knowledge to share, vision to guide, experience to follow proven processes, ambition to try new ones, and creativity to transition between them.

Perfectionist and attentive to detail, assuring the final product of his work, individual or collective, will be cost-effective, easy to maintain, scalable, simple to use, and good to look at.

PROFESSIONAL EXPERIENCE

Continental Airlines – *Continental is a major US Airline, based in Houston, TX. The company is in a merge process with United Airlines, and the new company will be based in Chicago, IL. Before the merger, Continental had approximately 45,000 employees and was the fifth largest US Airline in total passengers carried.*

Senior IT Specialist

November'08 – Present

Main Tasks & Responsibilities

- Relocated to the USA to continue working with the HR Technology division
- Revamp visual identity and User Experience of HR web portfolio
- Design and Develop extensive Flash UI Framework
- Assist development of HR Framework in .NET
- Assist development of advanced HR Web Platform in .NET

Main Accomplishments

- Using .NET and new Flash framework, designed and developed all aspects of Training Manager tool, from data connections to user interface. Tool gives Managers and Directors ability to easily create, roll-out and track training sessions in their divisions
- Wrote several advanced compiled server controls added to the HR .NET Framework, assisting to cut development times and enhance efficiency of the department
- Redesigned and documented HR Web Platform Visual Identity and Layout Style Guide

International Senior IT Specialist

February'08 – October'08

Main Tasks & Responsibilities

- Hired to work remotely from Brazil to HR Technology division
- Redesign the visual identity of web applications of the HR web portfolio
- Develop improvements to the HR Training application to deliver new types of content

Main Accomplishments

- Made several enhancements to the Flash Training Tool, which brought new functionality and eliminated previous limitations
- Implemented the ability to display interactive activities on the Flash Training Tool, which got outstanding feedback from users
- Rolled out second company-wide Training & Certification Program (Diversity & Inclusion), one of the pillars of the Go Forward Plan for that year, in record time
- Successfully pushed User Experience enhancements to HR web portfolio, improving the visibility of the applications to the Board of Directors

Flash Developer

April'07 – January'08

Main Tasks & Responsibilities

- Hired as a one of two contractors in budget to design Ethics & Compliance presentation for online training and certification in Flash
- Created Animation presenting new HR web application shown at Board of Director's convention '07
- Initiated the push for visual improvements in HR applications

Main Accomplishments

- Company backed off from hiring second designer, extending contract and responsibilities
- Assignment completed months ahead of proposed deadline
- Final product was a dynamic, flexible, data-driven, portable tool, that would deliver different content sets, online and offline
- Saved the company over \$45k/year in licensing fees of less capable off-the-shelf solutions
- Cut several thousand dollars in traditional in-class training and certification costs and company gained productivity
- Over 40k employees world-wide completed the certification by Nov'07
- Ethics & Compliance achieved Outstanding Audit Award on early '08
- Developed other cost-saving initiatives on the company's intranet, like the Think Green initiative
- Established new visual identity for HR applications
- Success in projects led to hiring as full-time employee in Feb'08

Westwood College – *Westwood is a US for-profit higher learning institution with 17 campus locations in 6 states.*

Adjunct Instructor

March'07 – October '07

Main Tasks & Responsibilities

- Taught Computer Assisted Graphic Design Courses using Adobe Creative Suite Applications (Illustrator, Photoshop, InDesign, Flash)
- Assisted students in Independent Study sessions

Main Accomplishments

- Awarded Instructor of the Term in October'07
- Doubled the demand for night courses
- Hired to train fellow instructors in newer technologies
- Offered a full-time position by the end of second term teaching

University of Houston – Clear Lake – *UHCL is an upper-level state university located in Houston, TX. Founded in 1971, is one of four universities that constitute the University of Houston System. The university has more than 7,600 undergraduate and graduate students combined*

Teaching Assistant

August'05 – December'06

Main Tasks & Responsibilities

- Prepare classes and training material to the head of the Graphic Design department
- Assist students in class and during lab hours

Main Accomplishments

- Offered the position after a month in the Applied Graphic Design Master's program

Tô na Área!.com – *Tô na Área!* was an entertainment website based in Salvador, state of Bahia, Brazil, from 2003 to 2005. The site focused in the local cultural life and covered the main events in town.

Director of Communication

November'03 – September'04

Main Tasks & Responsibilities

- Co-founder of the website
- Acted as main Public Relations face for the company
- Lead journalist in staff, managed coverage team
- Designed the site's visual identity
- Directed Development and Maintenance teams
- Directed Marketing efforts

Main Accomplishments

- Site entered in an over-saturated market with over 40 competitors and ranked Top 3 after only 2 months
- Implemented successful market initiatives, later followed by competitors
- Kept efficient, high performance operations, at low cost

Self-employment

Freelance Designer

1997 – Present

Main Tasks & Responsibilities

- Provide Graphic Design, Web Design and Development, Animation and Interactive Design services
- Work in several medias and platforms

Main Accomplishments

- Invited, at age 16, to present a lecture about advertising in the Internet age, in event celebrating 30 years of DPZ, one of the largest ad agencies in Brazil (Sao Paulo, SP, May' 98)
- Clients in the United States include The Modeling Agency (Pittsburgh, PA) and Houston Association of Realtors (Houston, TX)

EDUCATION

MA, Applied Graphic Design, Professional Writing - University of Houston – Clear Lake

June'05 – December'06

Main Accomplishments

- GPA 3.897
- Awarded Outstanding Graduate Student of the Year 2006
- Awarded 2 Scholarships (Endowment and School of Visual Arts)
- First Graphic Design student to have artwork included at the Dean's permanent collection

BA, Communication / Journalism – Universidade Federal da Bahia, Brazil

June'05 – December'06

Main Accomplishments

- Graduation Project scored 10/10

ADDITIONAL INFORMATION

- Native Portuguese speaker, fluent in English and Spanish
- Strong experience in teaching and training, both in-class and on-line
- Strong background in Web Development, Object Oriented Programming, Web Standards
- Multi-platform Developer (.NET CLR languages (VB, C#), ActionScript, HTML, CSS, Javascript + jQuery, Java, Objective-C)