

ABOUT ME

Hi! I am Alex Whiteley, a French-Canadian design graduate with a fierce passion for space-making forms and creative design

CONTACT

@ alexwhiteley.design@gmail.com

📞 (613) 618-5664

🌐 www.alexwhiteley.com

📍 Montreal, QC, Canada
available for immediate relocation

EDUCATION



CARLETON UNIVERSITY

Bachelor of Industrial Design

2022 – Graduated with High Distinction

SOFTWARE EXPERTISE

2D

Photoshop
Illustrator
InDesign

3D

Fusion360
Solidworks
SketchUp
Keyshot

ALEX WHITELEY

ENGLISH – FRENCH BILINGUAL PRODUCT DESIGNER

WORK EXPERIENCE

INDUSTRIAL DESIGN INTERN – BRASH INC.

(2021- 5 months) Ottawa, Canada

- Supported client design projects from conception, to development, to manufacturing
- Led the **physical design, graphic design, and manufacturing** of the packaging for [Atomic Form](#)'s product line in the field of digital art and tech
- Participated in meetings, consultations, and concept pitches with clients
- **Designed product components in CAD (Fusion360)** for manufacturing and rendering
- **Rendered products (Keyshot)** for product pitches and promotional material

ARCHITECTURE AND SCENOGRAPHY DESIGN INTERN – TALENT MAKING TALENT

(2020- 2 months) Paris, France

- Developed event space design proposals for new and returning clients
 - Notable example: Successfully proposed a virtual 3D interactive showroom experience for Peugeot's newest car lineup
- Supported the studio's transition from solely physical event production to **hybrid/virtual event production** during the pandemic
- Created **custom designed spaces** for parties, events, trade shows, conferences, etc.
 - Sketched, 3D modeled, and rendered spaces for internal and external presentation

FREELANCE SET DESIGNER – ZARGARA LABEL

(2018-2019) Ottawa, Canada

- **Designed sets and spaces** for promotional studio photography and retail pop-ups
- Hand sketched, digital sketched, 3D modeled, and rendered sets to propose to the creative director
- Planned the materials, construction, and assembly of sets and pop-ups
- Organised and participated in the construction of sets
- Collaborated on the "**Autobahn Odyssey**" (launched August 2018) **studio set and retail pop-up** from conceptualisation to finished product

AWARDS, TALKS, & DISTINCTIONS

Professor's Book Award

(2022) *Carleton University*

- Awarded in recognition of my work ethic and engagement with the capstone studio

CBC News Feature

(2022) [Article Link](#)

- Ember is featured in an article about the graduate show

Podcast Guest Feature

(2022) *Say Hi to the Future* [Spotify](#) [Youtube](#)

- Invited to speak about Ember in "Episode 43: Enhance Public Space Perception"

Poster Published

(2022) *World Design Organisation – 32nd World Design Assembly, Shunde, China*

- "Ethical Foundations of Design: A Place for Discursive Design in Education" included in the Research & Education Forum

Guest Lecturer

(2021) *Carleton University – IDES 1001 Industrial Design Analysis*

- Invited to lecture on the topic of Discursive Design

Art Workshop Teacher / Invited Artist

(2018-2020) *De La Salle Highschool, Ottawa Art Gallery, Vision'Art Festival*

- Taught silkscreening and printmaking workshops

OAG Youth Council Member

(2018) *Ottawa Art Gallery*

- Participated in the organisation of several free art events and activities for the local community