

ALEXANDER MEYER

CREATIVE, PRODUCT & BRAND SPECIALIST

WORK EXPERIENCE

Product & Design Director | 10/22 to 9/23

D¢ENT Ventures - Web3 Product & Software Dev Studio | dcent.ventures

Acted as the head of product, UI/UX and design for this web3 software development studio. In my time here I led the development of various internal and client projects.

D¢ENT Original Properties:

Pixel Raffle - Gamified NFT Minting Platform | pixelraffle.io

NFT digital collectible minting system incorporating 100% on-chain provably fair raffles.

8-Bit Legends - Web3 Video Game Ecosystem | 8bitlegends.io

Retro 90's era inspired video games leveraging cutting edge web3 features.

D¢ENT Apparel - Phygital Crypto-Lifestyle Apparel | *Paused*

Design and mfg of limited edition apparel and accessories with proof-of-authenticity and proof-of-scarcity authenticated by NFTs on the Ethereum blockchain.

D¢ENT Clients:

Ronin Dojo - Bitcoin node management hardware/software. Developed UI/UX for their node management dashboard which is currently publicly available.

Kite Fighter Worldwide - End-to-end development for a web3-enhanced mobile/vr videogame featuring the world's most popular and underrepresented sports.

Flex Social - UI/UX prototype development for this content management tool for the expanding decentralized social media market.

VP of Design & Experience - VP of Web3 | 9/20 to 10/22

Flote.app - Web3 Integrated Alternative Social Media Platform | *Defunct*

Led the evolution of the Flote brand through two rebrands, and the UI/UX update from the MVP to the V1.0 app. Additional roles included supporting the marketing team in brand management, and establishing internal processes and protocols. In late 2021 I transitioned to focus on the strategy, design and development of the app's Web3 features, NFTs and token.

Creative Director | 7/19 to 9/20

360 BRANDED - Branding Agency & Large Format Printer | 360branded.com

Directed the design and production departments of this established Orange County CA based studio and production house. Duties include: Art Direction, project management, web design, digital marketing & lead-gen strategy, and business/process development.

Lead Designer | 11/14 to 11/16

COMEXPOSIUM USA - Global Conference Developer & Online Publication for the Digital Marketing Industry | imediassummits.com

// Acted as Art Director for this worldwide events company's in-house design agency, servicing three properties: iMedia, MMS, and AdTech

// Led global re-brand of iMedia and 5-continent roll-out in 2016, alongside a complete redesign of their website imediaconnections.com on the Umbraco CMS platform

// Spearheaded all designs for multiple conferences and high-traffic online publication

Creative Director | 9/13 to 5/14

3FORM MEDIA - Mobile Technology/Media Start-Up | *Defunct*

// Brand development of their three technology divisions and various products

// End-to-end Wordpress website development for their various divisions

// Developed motion graphics assets for their live broadcast mobile news network

// Created interactive digital publications for e-pub division and white label clients

Art Director | 11/09 to 6/13

ML KISHIGO - High Visibility Workwear Apparel Manufacturer | kishigo.com

// Directed all design, marketing and promotional strategies across web, print, social media, video/motion graphics, and merchandising

// Re-branded this 40 year-old company to position them as the premium label in the high-visibility workwear industry

// Reinvented their product line to embody the appeal and quality of a lifestyle brand, propelling revenues from \$4M/yr to \$16M/yr

CONTACT

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X (Twitter): [@REXT_RACER](https://twitter.com/REXT_RACER)

EDUCATION

The ART INSTITUTE of CALIFORNIA - OC

Bachelor of Science in Graphic Design

Graduated with Honors in 2005

SKILL-SET & COMPETENCIES

Rated on a scale from 1 (Novice) to 10 (Expert)

Web Design/Development

UI/UX Design	● ● ● ● ● ● ● ● ● ● ● ●
WordPress	● ● ● ● ● ● ● ● ● ● ● ○
HTML	● ● ● ● ● ● ● ● ● ● ● ○
CSS	● ● ● ● ● ● ● ● ● ● ● ○
Solidity	● ● ● ● ● ○ ○ ○ ○ ○ ○ ○

GRAPHIC DESIGN

Adobe Illustrator	● ● ● ● ● ● ● ● ● ● ● ●
Adobe InDesign	● ● ● ● ● ● ● ● ● ● ● ●
Adobe Photoshop	● ● ● ● ● ● ● ● ● ● ● ●
Adobe Xd/Figma	● ● ● ● ● ● ● ● ● ● ● ○
Hand/Digital Illustration	● ● ● ● ● ● ● ● ● ● ● ○

OTHER CREATIVE

Adobe Premiere/AE	● ● ● ● ● ● ● ● ● ● ● ○
3D Modeling	● ● ● ● ● ● ● ● ● ● ● ○
3D Printing	● ● ● ● ● ● ● ● ● ● ● ○
AI Prompt Engineering	● ● ● ● ● ● ● ● ● ● ● ○
AI Model Tuning	● ● ● ● ● ● ● ● ● ● ● ○

LEADERSHIP & OPERATIONS

Art/Creative Direction	● ● ● ● ● ● ● ● ● ● ● ●
Brand Management	● ● ● ● ● ● ● ● ● ● ● ●
Project Management	● ● ● ● ● ● ● ● ● ● ● ○
Scrum/Agile	● ● ● ● ● ● ● ● ● ● ● ○
Workflow Automation	● ● ● ● ● ● ● ● ● ● ● ○

MARKETING

Copy Writing	● ● ● ● ● ● ● ● ● ● ● ○
Strategy Development	● ● ● ● ● ● ● ● ● ● ● ○
Social Media Marketing	● ● ● ● ● ● ● ● ● ● ● ○

ABOUT ME



Hello. I'm Alexander. AKA Rex Tracer, in cyberspace.

At first glance, the average acquaintance would see me as a dedicated father, tech-geek and gear-head who lives to tinker, build, and create.

But, dig deeper and you'll see a passionately creative individual who is driven by curiosity, collaboration, and an insatiable appetite for inspiration. This manifests professionally as an uncanny command of aesthetic, strategy and leadership; and personally, in my love for philosophy, economics, technology, blockchain, 3D printing, and mechanics.

I currently reside in Reno/Tahoe region of Nevada with my wife, daughter, two dogs and cat.

However, I grew up all over the country, in-tow of my father's career as an executive at Mercedes-Benz. This lifestyle not only introduced me to various walks of life but also instilled a "do-whatever-it-takes" work ethic. An inheritance that I wear as a badge of honor.

I am fueled by a constant desire to achieve, and I measure my achievement by the level of value I can provide to my family, colleagues, and community. This could be best summarized by the conscious camper's rule, "leave it better than you found it".

At the moment I am looking to the future to see how and where I can apply my unique collection of skills. I know that at the intersection of 'what I love' and 'what I do best' is where I will be best able to serve.

REFERENCES

MICHAEL KANE

Former Boss
360 Branded | CEO
949.222.1222
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ALEX MARTIN

Former Colleague
Flote.app | COO
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JESUS ENRIQUEZ

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BILL BINGHAM

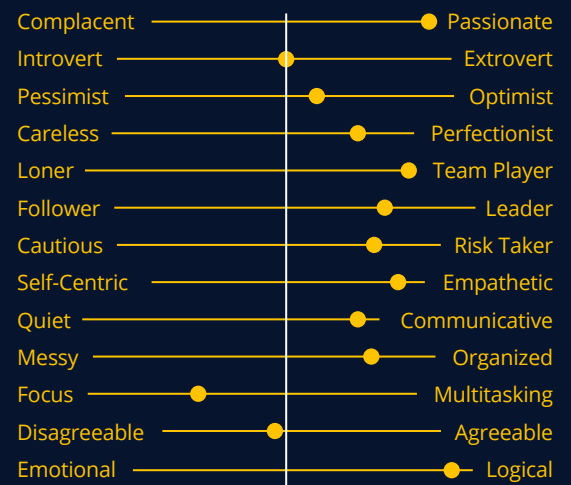
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THANK YOU FOR YOUR CONSIDERATION. CHEERS!

NOTABLE BRANDS I'VE WORKED WITH

- Comexposium - iMedia/MMS/AdTech • USB
- McAfee/Weiss 2016 • Victra (DBA of Verizon)
- Disney Resorts • Johnson & Johnson/ASP
- Royal Caribbean • Ceasars Entertainment
- Regal Cinemas • Sony • Honda/Acura
- Toyota/Scion • Mitsubishi • Callaway Cars
- Saleen Automobiles • Pacific Life

CHARACTER MATRIX



ARCHETYPES

NEOPHILE: In-tune with the latest design, technology and social trends, with an uncanny ability to identify and act on future trends.

AUTODIDACT: Self-taught in the realms of coding, smart contracts, web development, 3D modeling/printing, vehicle mechanics, and market analysis/T.A.

SCRIBE: Published writer capable of producing non-fiction, fiction, and marketing copy.

GEEK: Out of the closet nerd with a love for philosophy, history, economics, technology, psychology, mechanics, physics and anything sci-fi.