



Skills

Programs

InDesign
Illustrator
Photoshop
After Effects
Figma
Sketch
Keynote

InVision
HTML/CSS
Social Media Platforms
Wordpress
Mailchimp
Canva
G Suite

Practical

Brand Strategy
Photography
Illustration/Drawing
Copywriting
Competitive analysis
Market research
Proficient in French

Personal

Human-Centered Design
Collaborative Design
Team Ideation
Leadership
Group management
Workshop Coordination
Adaptability

Hello. I'm Alex,
a Graphic Designer.

Relevant Experience

Contract Art Director & Graphic Designer
January 2019 — January 2020

Future Food Network, San Francisco, CA | Bologna, Italy
April 2020 — January 2020

FFN leads joint research sprints with partner brands on creating food sustainability in communications, branding, and food systems using human-centered design. They also craft prototypes and package designs, run workshops and help establish supply chains/back-end systems. Notable past clients include Google Food, The Sodexo Collective, Dole, and Barilla.

- | Assisted in creating initial brand strategy and prototypes for visual and language based communication ideas. Managed and led a team of 5 with the client to design sensory research tests and provide competitive analysis of new avenues in product design.
- | Built handbook for an international client's company-wide guidelines on future product development, across 5 age groups and 5 product categories. Designed prototypes, conducted interviews and completed a competitive analysis of package design and sustainability claims using human-centered design principles.
- | Created infographics and data visualizations on sustainable labelling, iconography, and language trends. Designed and presented decks for external meetings and prepared weekly client newsletters.

Casa Dragones Tequila, New York, NY
January 2019 — September 2019

- | Oversaw and executed the redesign of new labels, and package design for product line extensions and product launches. Standardized shipping packages for current products.
- | Designed menus, sales sheets, decks, pressbooks, web retailer deliverables, and managed all projects for Events and Sales teams.
- | Responsible for: designing and photographing product shoots, communicating with print vendors, selecting photos and coordinating with the social media manager and content director on graphics for social media, newsletters, and website updates. Wrote and edited social copy.

Freelance Graphic Designer
March 2018 — Present

Project 42, Remote
October 2019 — March 2020

- | Crafted brand identity in entirety and initial app design for new social media shopping startup. Helped shape strategy, honed the brand voice, and edited copy.
- | Ideated on organization and designs for UI solutions, including multiple functions with interlinked content
- | Coordinated with UX specific designer on wireframing for mobile and desktop platform changes and specs.

Avery Dennison, New York, NY | Remote
November 2018 — December 2020

- | Updated and redesigned in-store labeling and hang tags for pre-launch startups and existing brands.
- | Photographed and compiled market research on in-store branding and label designs for large retail clients such as Victoria's Secret and American Eagle. Produced competitive analysis on both products and in-store visuals, laid out in comprehensive decks.
- | Redesigned and edited decks for presentations at an annual company-wide leadership conference.

Baccarat, New York, NY
November 2019

- | Redesigned and reorganized their Bestsellers Catalog for a 5 year company review, including all previous information and images. Created a new format that can be reused for future print editions and matches the updated brand guidelines.

Education

Parsons School of Design – *Class of 2018*
AAS in Graphic Design

SUNY Binghamton – *Class of 2014*
BA in Political Science, Minor in Drawing

John Cabot University – *Spring 2013*
Semester in Rome

Alex Reynolds

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