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Alex Reynolds

Graphic Designer

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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

Skills

Programs

Indesign	InVision
Illustrator	HTML/CSS
Photoshop	Social Platforms
After Effects	Wordpress
Figma	Mailchimp
Sketch	Canva
Keynote	Google 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

Relevant Experience

Contract Art Director & Designer
January 2019 – January 2020

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

FFN leads joint research sprints and workshops with partner brands on increasing food sustainability and accessibility through their communications, branding, and food systems using human-centered design. Notable clients include Google Food, The Sodexo Collective, Dole, and Barilla.

- Created initial brand strategy structures and prototype communication ideas. Led a team of researchers and culinary specialists in designing sensory research and providing competitive analysis of new avenues in product design.
- Built handbook for an international client's company-wide guidelines on future product development. Designed prototypes, conducted interviews and completed market analysis of package design and sustainability claim trends 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, in-store assets and managed all design 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, writing and editing 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 social media shopping startup. Shaped 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 single year editions and images. Created a new format that can be reused for future print editions and matches the updated brand guidelines.