

Lizzy
Alexander

GRAPHIC DESIGN
+ BRANDING

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EDUCATION

UNIVERSITY OF NEVADA, RENO

BS in Business Marketing

Kappa Alpha Theta Fraternity-
Designed promotional materials for
social media, apparel, and print

American Advertising Federation (AAF)-
Competed in the AAF National Student
Advertising Competition as a Creative
Strategist and sole Production Artist of
the 27 page plans book

SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Acrobat
Microsoft Office
Hand Lettering

WORK EXPERIENCE

ONE BELLA CASA

Lead Graphic Designer; San Rafael, California; July 2015-Present

Design and process new artwork for various home decor products to include exclusive designs for major retailers JOANN, Michaels, Nordstrom, Wayfair, and Dormify

Mock up sales and lifestyle images for company website as well as for external buyers and manufacturers

Travel internationally to procure new textile embellishment & product manufacturers

Produce product presentations and present to buyers nationally and internationally

Create packaging for retail products while adhering to national company guidelines

Update and maintain website layout and graphics

Create branding materials to include logo and website graphics for new branch, The Pawsabilities

Design artwork for new products to include dog collars, leashes, bowls, beds, and bandanas for new branch, The Pawsabilities

FREELANCE

Graphic Designer; Remote; June 2011-Present

Golden Bear Restaurants, Bay Area, CA: Continuously create signage and promotional posters for restaurants including MoMo's, Pete's Tavern, Pedro's Cantina, and Mission Rock Resort

Gino & Carlo, San Francisco, CA: Redesign of website, social media management, and creation of event graphics and marketing materials

Exposure Photo Booths, San Francisco, CA: Designed photo strip overlays to match themes of clients' various events

The Applied Companies, Reno, NV: Logo redesign

Bee Butter Soaps, Bay Area, CA: Logo design

405 Tax, Missoula, MT: Logo design

Utility Trailer Sales, Reno, NV: Logo & marketing materials design

Various Consumer Clients: Design of multiple event paper goods to include wedding & event invitations, menus, signage, and place holders

Various Business Clients: Apparel design for various non-profit organizations, businesses, and events

NEVADA WOLF SHOP

Graphic Designer; Reno, Nevada; July 2013-May 2015

Produced store signage, promotions, logos, and projects for print, web, and digital media

Collaborated with the marketing team to develop various event marketing materials

Designed web content and managed social media sites

Created logo & branding guidelines for the fashion and thrift departments

Prepared files for press and worked with printers and vendors to find the most efficient output product

Created promotional materials within national branding guidelines to be approved by Apple, Smashbox, and Clinique

Interviewed and hired for Marketing Associate, Graphic Design Associate, and Art Director