

# ALEXANDER L. GREENE

WWW.ALEXGREENE.ART

## SKILLS

PRINT DESIGN 100%

BRANDING 95%

WEB DESIGN 95%

VIDEO PRODUCTION 90%

ILLUSTRATION 85%

PHOTOSHOP



ILLUSTRATOR



INDESIGN



PREMIERE PRO



FIGMA | XD



AFTER EFFECTS



AUDITION



ANIMATE



DREAMWEAVER



HTML | CSS



## ABOUT ME

Hi! I'm an Oregon based interdisciplinary graphic designer with 14 years of experience and a specialty in cultural localization and branding. Throughout my career, I've worked across all design mediums and everywhere from large design firms and corporations to small local startups and freelance for individual clientele. My heart lies in making visions come to life: knowing the audience and finding an underlying function within an overarching beauty. I have a diverse aesthetic, I'm readily able to adapt, and I understand the importance of both process and deadline.

## EXPERIENCE

### GRAPHIC DESIGNER

FREELANCE • 2021-PRESENT

- Worked independently with a wide array of clients and startups to help ideate, build, and deliver brand experiences
- Researched user demographics and analytics and utilized the latest software to help deliver the best possible results
- Created briefs and delivered pitches to help ensure each client was informed on creative decisions and would best be able help shape the execution of deliverables

### SR. PROJECT MANAGER, DESIGN

CAPITAL ONE • 2017-2021

- Served as a multimedia generalist and creative lead, supporting design needs across multiple channels and platforms while guiding the creative direction of the team
- Wrote, produced, filmed, and edited video projects, managing external clients and internal partners, delivering weekly content nationwide
- Designed, developed, and managed websites, graphic assets, and internal branding projects, owning the development process from ideation through fruition

### LEAD DESIGNER

DNASIMPLE • 2016-2017

- Worked with the founder to establish a background and construct the company's entire brand and strategy, beginning with logo design, and a general style guide
- Integrated with the lead developer to build out a website from wireframe to mockup with a focus on stable responsive design and direct UI that maintained the company's aesthetic principles
- Constructed personalized illustrations and one pagers to directly reach out and market to each end of the company consumer base

### GRAPHIC DESIGNER

ICUP INC • 2013-2016

- Rebuilt both the main and sister company websites from the ground up, focusing on front end UI and UX and heading sitewide graphics and marketing
- Established and expanded an integrated social media campaign with a unified focal aesthetic to create a unique brand image for launch conception and growth
- Worked within strict color limitations and vendor restrictions to brainstorm, create, and prepress countless new product designs for print

### GRAPHIC DESIGNER

FANCHEER LLC • 2012-2014

- Directed the design of app UI and UX, in-app marketing and promotions, and developed all iconography, graphics, and textual interfaces
- Designed all stationary and marketing collateral for events and demonstrations including but not limited to T-shirts, posters, brochures, one-pagers, flyers, mailers, and viral stickers
- Rebranded company identity in accordance with both pitch decks and investor feedback and designed custom presentations and target market campaigns

### PRODUCTION ARTIST

MOCEAN PRINT • 2010-2012

- Redesigned the agency identity, created a new logo and stationary set, built a new portfolio, and branded the agency to each of its individual clients
- Conceptualized and built out comps, designed logos, and branded shows and movies while evolving aesthetics with the ideas and feedback of major media clientele
- Created presentations, built out mechanicals, and constructed campaigns from conception to fruition

## EDUCATION

BS • SKIDMORE COLLEGE • 2010

COMMUNICATION DESIGN • SOCIOLOGY • ANTHROPOLOGY

- Received merit based scholarships and was inducted into the sociological honor society
- Served as a teaching assistant for communication design and designed a local arts magazine

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