



ALEXANDRA DEANGELIS

GRAPHIC DESIGNER ART DIRECTOR

Lover of all things **DESIGN**, I know this is what I am meant to do. I **WILL** leave my mark in the fashion & design world.

CONTACT

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609.760.5696

EDUCATION

James Madison University 2016
BA in Media Arts & Design
Minor in Graphic Design/Photography

SOFTWARE SKILLS



ADDITIONAL SKILLS

HTML & CSS, Photography/shoot planning, Brand development, Product development, Social media, Project management, People management, CAD's, Pattern design, Illustration

PHILOSOPHY

"Design is like a flower. It starts with one idea, one small bud. Each day it is given attention and nourishment- and so it begins to grow, changing little by little, until finally it transforms into a beautiful work of art- a perfectly bloomed flower."

-ALEXANDRA DEANGELIS

JR. MARKETING ART DIRECTOR

American Accessories Inc.

August 2017 - Present

- Brand aware: follow strict brand guidelines across multiple names including Harley Davidson and Guess
- Manage all photography: editing/retouching for product catalogs & websites, along with beauty shots & lifestyle as needed
- Create on-brand digital creative: website updates & redesigns, banner ads, e-blasts, social graphics and more
- Create on-brand marketing print collateral: line sheets, catalogs, postcards & mailers, packaging and more
- Handle a high volume of projects and on-going timelines, constantly adapting to schedule changes to meet tight deadlines
- Schedule/manage emails with MailChimp: coordinate monthly meetings with brand director to review
- Manage junior talent with clear direction & focused project goals
- Ability to present/communicate in an organized, professional, and effective manner
- Run social media accounts: create all content, copy & manage influencer collabs

GRAPHIC ARTIST/DESIGN ASSISTANT

American Accessories Inc.

March 2017 - August 2017

- Assisted Art Director with eCommerce content creation
- Developed seasonal product line sheets
- Performed all product photography and photo editing in high volume
- Worked with the product development team to create new CAD's and pattern designs
- Handled multiple projects at once, keeping up with strict deadlines
- Worked well independently and within a collaborative team setting and fast-paced environment

GRAPHIC DESIGNER/JR. ART DIRECTOR

Morton & Rudolph Jewelers

May 2016 - March 2017

- Developed concepts and supporting materials for company advertising to increase store traffic & customer base
- Created content and developed a strong company voice on social media platforms
- Managed all photography and photo editing
- Carried out a website redesign project from start to finish
- Developed a 16 page luxury jewelry book from concept to production, reaching over 14,000 people