

alexandria levin

graphic and web design

email: paintedyay@gmail.com

www.alexandrialevin.com

Software

Dreamweaver
InDesign
Photoshop
Illustrator
Acrobat
PowerPoint
Word

Web Development

CSS
HTML
Bootstrap
UX / UI
Art Direction
Project Management

My expertise is in being equally logical and creative, intuitive and pragmatic. I work to seamlessly combine visionary and perceptive aesthetics, informed by a finely-tuned color sensibility, with an organizational approach that considers both the minute details and the big picture.

The result is work that is clean, colorful, functional, and highly professional.

Education

San Francisco Art Institute, BFA 1989

- References available upon request
- Testimonials on website portfolio
- Recommendations on LinkedIn

Professional Background

Freelance Graphic Designer and Web Developer

For audio-visual companies, advertising agencies, artists, small businesses, design studios, corporate in-house art departments, universities and municipalities, plus independent projects and assisting other designers

- Experienced with all phases of digital print design and production
- Experienced with web site design and development
- Have worked on brochures, booklets, direct-mail, packaging, logos, business forms, invitations, booth display, PowerPoint presentations, CD covers, ads, newsletters, magazines, book covers and interiors, app icons, and online study guides
- Experienced with identity and branding, both from scratch and within set guidelines

Web Advisor/Instructor

Advisor/Instructor in Web Design and Development for the Online Certificate Program at the Rutgers School of Business – Camden, Department of Executive Education

Writer, Art Director, Arts Administrator and Promoter

Music Business Experience

- Design and production of all promotional materials for musical groups
- Design and production of CD and cassette packaging
- Booth and banner design for arts booking conferences
- Copywriting for promotion and business correspondence
- Booking and coordinating performances for 50 weeks of touring scheduled per year.
- Implemented promotion and publicity from radio appearances to press releases

Visual Arts, Publishing, Writing

- Publisher, author, designer, typesetter and content editor for books and ebooks
- Copy writing for small businesses
- Exhibition planning and design for visual arts events

Other Related Work Experience

- Exhibiting artist
- Painting and drawing teacher, creative consulting, portfolio coach
- Editorial illustration for magazine and book covers, plus short story illustration
- Organizing company libraries and storage systems for artist studios

Other Skills

Intensely creative and imaginative. Visually critical. Sharp instinct for color, composition and spatial design. Strong writing and editing abilities. Working knowledge of Spanish. High mathematical aptitude, strong organizational skills, ability to communicate ideas, to reason abstractly, to clearly visualize, to learn quickly and adapt to new situations. Proactive project management abilities.

