

ALEXANDER L. GREENE

GREENWORX.COM

PRINT DESIGN 100%



BRANDING 95%



WEB DESIGN 90%



ILLUSTRATION 85%



PRODUCTION 70%



ILLUSTRATOR



PHOTOSHOP



INDESIGN



ACROBAT



LIGHTROOM



POWERPOINT



WORD



EXCEL



AFTER FX



DREAMWEAVER



FLASH



HTML/CSS



PROFILE

Hi! I'm a Philadelphia based interdisciplinary graphic designer with a specialty in cultural localization and branding. Although my education is in print, I've worked across all design mediums and everywhere from large design firms to small local startups and nonprofits.

My heart lies in making visions come to life: knowing the target and finding an underlying function within an overarching beauty to ultimately find a solution. I have a diverse aesthetic, an innate ability to adapt, and understand the importance of research, brainstorming, bridging platforms, and going the extra mile.

EXPERIENCE

LEAD DESIGNER

DNASIMPLE · 2016-PRESENT

- 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 the 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 personally created 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, recreated a new portfolio, and branded the agency to each of the it's 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 both electronically and physically constructed campaigns to fruition from conception

EDITORIAL DESIGNER

LINE MAGAZINE · 2009-2010

- Designed all aspects of a locally issued magazine that highlighted art in the Saratoga region of NY
- Edited articles, photos, grids, and type to create a unified design that fit with each specified artist
- Reviewed, formatted, and prepared final magazine for prepress production and printing

TEACHING ASSISTANT

SKIDMORE COLLEGE · 2008-2010

- Provided feedback to students with work involving Adobe Photoshop, Illustrator, and InDesign
- Tutored students on how to use Adobe software in order to achieve their desired results
- Bridged the professor-student gap and guided class projects in a constructive, positive light

EDUCATION

BS · SKIDMORE COLLEGE · 2010

COMMUNICATION DESIGN · SOCIOLOGY · ANTHROPOLOGY

- Received named scholarships for academic performance and merit
- Inducted into the Alpha Kappa Delta sociological honor society