



ALEXIS AMATRUDO DESIGNER

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OBJECTIVE: Graphic Designer

EXPERIENCE: **Townley Inc., Junior Graphic Designer**

June 2018 – Present

Created and maintained both marketing/sales assets and content created to support products and other goals. Worked from concept through execution to create consistent designs across various touch-points. Helped bring new ideas for design and content creation, managed other design needs such as presentations, signage, and trade show collateral. I also collaborated with marketing and product marketing teammates to support website design and content marketing.

Fisher-Price, Brand Design Intern

October 2017 – May 2018

Created brand guidelines to be used company-wide, designed packaging for upcoming products, developed logos, and designed marketing materials for various events. In addition, I worked at the New York Toy Fair to promote the brand.

(RED), Digital Design Intern

June 2017 – October 2017

Created design assets for (RED)'s digital properties (including their website and social media channels), designed highly visual presentations for both internal & external partners, board meetings, etc, and collaborated with the business development team to produce mock-ups and design iterations for prospective partners.

School of Visual Arts, Resident Assistant (RA)

June 2017 – October 2017

Oversaw a floor of 20 residents and provided assistance to residents building-wide. I also coordinated events, created signage, performed office tasks, kept social media platforms updated, and promoted a positive community.

EDUCATION: **School of Visual Arts, BFA Design**

August 2014 – May 2018

Daniel Hand High School

August 2010 – June 2014

SKILLS:

Proficient in –
Adobe Photoshop, Illustrator, InDesign
Experience with –
Adobe After Effects, Flash, XD, Muse,
Dreamweaver & InVision
Other Media –
Illustration, Photography, Filmmaking

HONORS:

School of Visual Arts Dean's List
Fall 2014 – May 2018
Resident Assistant at the School of Visual Arts
August 2016 – May 2018
Person of the Week, The Sound
February 2017
George Love Fine Arts Scholarship
2014 – 2018

PERSONAL INTERESTS:

Fashion, makeup, music, illustration, animals, Sailor Moon, and Audrey Hepburn