

ALEXANDRA LEVITIN

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EDUCATION

Western Michigan University. Kalamazoo, MI. Bachelor of Fine Arts in Graphic Design. 2014.

EXPERIENCE

Freelance Graphic Designer. February 2015–Present.

Freelance through agencies including Smartbomb Creative Studio and Brandfire. Projects have included business cards, packaging and weblanding page for Native State food brand, and promotional collateral for Great Soles athletic sock brand. Personal freelance for New York Insight Meditation Center working on pro bono monthly newsletters highlighting special events of the month.

Strong Studio. Junior Designer, New York, NY. December 2014–February 2015.

Freelanced at small boutique firm. Worked on a variety of projects ranging from marketing collateral for The New York Times and Benjamin Moore, as well as branding identity and food packaging for different clients.

Graham Hanson Design. Junior Designer, New York, NY. August 2014–October 2014.

Worked on environmental graphics, branding identity and marketing collateral for clients such as Google, RFR, and Holt Renfrew.

Alfa Studio. Graphic Design Intern, New York, NY. July 2014–August 2014.

Interned at small boutique firm helping with internal projects, as well as theater collateral for the Spanish theater company Repertorio.

WMU Design Center. Graphic Design Intern, Kalamazoo, MI. August 2013–April 2014.

Worked with clients to develop book cover designs, identity systems, and collateral for concerts and theater events.

ACTIVITIES

The Drawn Letter. Ken Barber hand lettering workshop. New York, NY. 2015.

Attended workshop by Ken Barber of House Industries type foundry learning foundations of hand lettering from the sketch to the vector drawing process.

Draw Like a Designer. Sizer Design + Illustration workshop. Kalamazoo, MI. 2014.

Seek Design Conference. Dekalb, Chicago. 2013.

Attended lectures including Stefan Sagmeister, Aaron Draplin, and Thirst Design.

Steve Frykholm Lecture. Grand Rapids, MI. 2013.

SKILLS

Experience. Branding identity and logo development, newsletters, postcards, eblasts, sales one-pagers, packaging design, business cards, web banners and landing pages.

Software and Mediums. Adobe Illustrator, InDesign, Photoshop, Muse, Keynote, hand lettering, drawing, painting, photography.