

ALEXANDRA LEVITIN

Levitindesign.com
AlexandraLevitin@gmail.com
248 660 6703

EXPERIENCE

Enchante Accessories. Packaging Designer. January 2019–Present.

Working as a packaging designer in a fast-paced environment. Projects include beauty products ranging from bath to cosmetics. Clients include T.J. Maxx, Ross, Burlington, and Nicole Miller.

InterParfums. Packaging Designer. December 2018.

Worked as a packaging designer during the busy holiday season. Projects included realistic photoshop renders for clients Oscar De La Renta and Guess, and concepting and design for T.J. Maxx seasonal perfume.

L'Oreal Redken and Pureology. Designer. December 2015–December 2018.

Worked as a merchandising designer for Redken and Pureology. Projects included P.O.P. displays, monthly store pieces such as endcaps, and event signage. Responsibilities included connecting and working with marketing, attending meetings and creative briefs, and working directly with the print vendor to ensure print-ready pieces.

Freelance Graphic Designer. February 2015–Present.

Branding projects for small companies as well as freelance experience through agencies including Smartbomb Creative Studio and Brandfire. Projects included brand development and collateral, business cards, packaging design and website landing pages.

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

Freelanced at a 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.

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.

EDUCATION

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

ACTIVITIES

Type Design for Non-Type Designers. Matteo Bologna type design workshop. New York, NY. 2018.

Attended workshop by Matteo Bologna, founder of Mucca Design, and learned foundations of generating a typeface in the software Glyphs.

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

Attended workshop by Ken Barber of House Industries, and learned foundations of hand-lettering from the sketch to the vector drawing process.

Seek Design Conference. Dekalb, Chicago. 2013.

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

SKILLS

Experience. Branding identity and logo development, merchandising design, 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, and painting.