GRAPHIC DESIGNER

# ALEXIS NEGRON

## EXPERIENCE

**Amplify** • Contract Production Designer

Dec 2025 - Mar 2026 / Remote

Refined the design and layout of educational manuals to improve legibility, thereby supporting early learning for students and streamlining tasks for educators.

Ensured 100% design accuracy and brand continuity for curriculum materials by managing the end-to-end development and QA of high-volume print and digital files for third-party vendor partners.

Enhanced educational manuals and student exercises using Adobe InDesign, directly contributing to more effective and efficient lesson delivery for teachers and improved comprehension and retention for students.

**Zelig** • Contract Graphic Designer

Mar 2024 - May 2024 / Remote

Contributed to increased purchasing decisions by creating consumer-aligned wardrobe visualizations in Adobe Photoshop.

**Century 21 Stores** • Contract Graphic Designer

Mar 2023 - May 2023 / New York City

Drove awareness and foot traffic for the store's grand reopening by developing targeted print and digital marketing materials, clearly communicating event details.

Promoted the store's grand reopening and website overhaul through targeted email campaigns, driving engagement and informing customers of key updates.

Enhanced in-store customer experience and department accessibility by designing and implementing clear wayfinding signage.

Reinforced brand identity and created a distinct atmosphere by designing and implementing New York-themed vinyl wall decorations.

**Walt Disney Imagineering** • Graphic Designer / Production Artist

June 2022 - July 2022 / Remote

Short-term contract position aiding in the design and production of children's and young adult publications.

Developed cohesive book layouts and selected typography to harmonize with existing illustration assets, enhancing the overall visual narrative of publications.

Created eye-catching cover embellishments using Adobe Photoshop, increasing the visual appeal and marketability of book products.

## CERTIFICATIONS

**UC San Diego Extension**

2019 / Graphic and Web Design

**Fashion Institute of Technology**

2024 / Motion Graphics

**Fashion Institute of Technology**

2024 / User Interface Design

## SKILLS

**Applications**

Adobe Photoshop, Illustrator, InDesign, After Effects, Figma, Canva, Wordpress

**Design**

Print and Digital Design, Typography, Layout, Branding, Website Design, Prototyping, Wireframing, Social Media and Email Campaigns, Wayfinding, Signage and Packaging

**Soft Skills**

Time Management, Adaptability, Communication, Attention to Detail, Problem Solving, Trend Awareness, Asset Management, Vendor and Client Relations, Project Management

## CONTACT INFO


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1-917-572-2696

GRAPHIC DESIGNER

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## EXPERIENCE

**Macy's** • Contract Graphic Designer

Sept 2021 - Jan 2023 / Remote

Contract freelance seasonal project designing print and digital deliverables for Macy's.

Supported high-volume national advertising campaigns by collaborating with lead designers to produce cohesive brand collateral across 6+ digital and print channels, ensuring visual consistency from social media to landing pages.

Executed the visual brand identity for the high-stakes Q3/Q4 retail season by delivering design collateral for 6 major national campaigns (Back to School through New Year's), ensuring a consistent brand voice across all print and digital touchpoints.

Enabled seamless cross-functional collaboration between designers, copywriters, and retouchers by maintaining the centralized digital asset archive for all Q3/Q4 retail campaigns in a custom DAM.

Ensured brand relevance and visual alignment with current market trends by researching clothing and jewelry aesthetics and creating mood boards to anchor the creative vision for Q3/Q4 national marketing.

Enhanced the digital shopping experience for peak retail seasons by building high-fidelity wireframes and templates in Figma, ensuring a seamless user journey across digital catalogs and seasonal landing pages.

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