



CONTACT



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DESIGN SKILLS

PRINT & DIGITAL DESIGN
TYPOGRAPHY
LAYOUT
BRANDING
SOCIAL MEDIA GRAPHICS
WEBSITE DESIGN
PROTOTYPING
WIREFRAMING

TECHNICAL SKILLS

PHOTOSHOP
ILLUSTRATOR
INDESIGN
ADOBE XD
WORDPRESS
BASIC HTML / CSS
BOOTSTRAP

EDUCATION

UC SAN DIEGO EXTENSION
GRAPHIC & WEB DESIGN
CERTIFICATE

Alexis Negrón

Visual Designer



CAREER

GRAPHIC DESIGNER / PRODUCTION ARTIST

LA SIRENA DESIGN / 2019 - Present

- Work closely with lead designer to create brand collateral for various content.
- Compose design assets to seamlessly adhere to different media formats.
- Prepare art files for print production.
- Create product lookbooks for web publication.
- Edit and manipulate image files for press and publications.

MARKETING AND PROMOTIONS COORDINATOR

UC SAN DIEGO / 2018 - 2019

- Designed marketing collateral to promote concerts and events across various platforms, including social media, radio spots, email, and print advertisements.
- Created graphics, and updates content for the department's website, event calendars and social media feeds.
- Aided in creating marketing strategies and budgets.

DIRECTOR OF OPERATIONS

SPACE 4 ART / 2017 - 2018

- Responsible for social media marketing and communication.
- Managed website, and designed print / digital marketing collateral.
- Marketing duties such as; vendor liaison, media outreach, public relation.

GRAPHIC DESIGNER

PALEO TREATS / 2017 - 2017

- Designed packaging, landing pages, e-blasts, print and digital promotional materials.
- Created unique graphics within the company's branding for social media outlets.
- Generated content daily that made meaningful connections with consumers.
- Create editorial calendars and syndication schedules.

PROJECT MANAGER (DESIGN ASSISTANT)

EVENT NETWORK / 2015 - 2016

- Designed deliverables such as packaging, apparel and souvenir items for partners.
- Coordinated internal resources, third parties and vendors for the execution of projects.
- Developed a detailed plan to monitor and track progress of projects.
- Managed a designers' workflow and delegated tasks.
- Oversaw and managed an extensive photography and art archive.
- Corresponded with partners regarding image requests and art approvals.
- Prepared art files on templates for product production.