ALEXANDRA SCHWARZ

GRAPHIC DESIGNER / PHOTOGRAPHER / WEB DESIGNER

CONTACT

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📍 Flushing, NY 11570

SKILLS

- Adobe Photoshop, Illustrator, InDesign, XD, Procreate, After Effects, Premiere, Dimension, Creative Suite, and Animator

- Digital Graphics

- Web Design

- Logo Creation

- Book Structuring

- Photo Editing Mastery

- Website Graphics

- Illustration, Digital and Physical

- Advertising

- Video Editing

- Typography

- Social Media Design

- Packaging Design

- Advanced Camera Skills

- Print Design

- Color Theory

- Layout Design

PROFESSIONAL SUMMARY

VIEW MY PORTFOLIO HERE: www.alexandraschwarzportfolio.com
I'm a creative individual with years of experience in graphic design. I specialize in both digital and print design. I have experience in logo design, poster design, web design, book structuring, social media marketing, and digital illustration. I am passionate about creating visually stunning and effective designs to help clients reach their visions, but most importantly, I am passionate about art.

I am a hard worker and a quick learner; I thrive under stress, tight deadlines, and fast-paced work environments. I graduated cum laude from Purchase College of New York (SUNY) in December of 2023 with a BFA in Graphic Design and a minor in Photography. I studied abroad in 2023 at the University of Arts in London Camberwell, which is named the #2 top art school in the world, where I maintained a perfect 4.0 GPA.

EXPERIENCE

October 2020 - Present
Graphic Design Freelancer
Freelance, Rockville Centre, NY

- Created logos for different companies while adhering to their visions.
- Designed book covers and structured books for print using Adobe InDesign.
- Created album art for bands using Adobe Photoshop, Indesign, Illustrator, and Procreate.
- Created animated videos for different types of clientele to promote events, shows, grand openings, and more using Adobe After Effect, Premiere, and Procreate Dream.
- Oversaw client's social media management and analytics of deliverables to track and measure the performance of content.
- Drafted content to drive maximum visibility for search engine optimization.

June 2022 - Present
Photography Freelancer
Freelance, Rockville Centre, NY

- Photographed clients for wedding photos, band pictures/album covers, maternity photos, personal photoshoots, editorial shoots for different art magazines, etc.
- Edited all media using Adobe Lightroom and Adobe Photoshop to meet client expectations.
- Created slideshows and videos of work using Adobe After Effects for social media promotion.
- Delivered edited digital files to clients for print and online use.

August 2019 - December 2023

Student Graphic Designer

Student, SUNY Purchase / UAL Camberwell, New York / London

- Designed and structured countless books of all different sizes, which were then printed and hand-bound.
- Became fluent in Adobe Photoshop, Illustrator, InDesign, After Effects, XD, Procreate, Procreate Dream, Animator, Dimension, Lightroom, Premiere, and Brackets.
- Designed websites for personal and professional use using Adobe XD.
- Created a web-comic series, which was then displayed at a gallery showcase via TVs and iPads.
- Curated mixed media art installations displaying printed and digital media that I had created.
- Made a series of motion graphics.
- Learned the printing process for all Adobe products.
- Studied abroad at one of the world's top art schools, University of Arts in London, despite its extremely low acceptance rate.

February 2023 - May 2023

Graphic Design Intern

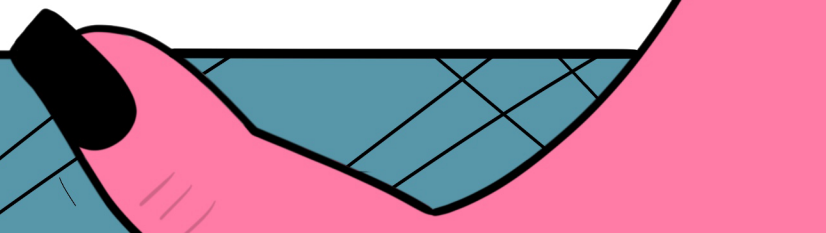University of Arts in London - Camberwell, Peckham, London, UK

- Developed a range of web page designs incorporating animation, video, and other multimedia elements.
- Shadowed senior designers, observing workflow and learning best practices in design.
- Utilized design software like Adobe Creative Suite, Photoshop, After Effects, InDesign, Illustrator, and Premiere to create high-quality graphics and layouts.

August 2022 - December 2022

Graphic Design Intern

SUNY Purchase Career Development Center, Purchase, NY

- Created designs for marketing materials such as brochures, flyers, booklets, and posters using Adobe Photoshop, Illustrator, InDesign, and Creative Suite.
- Produced high-quality output within tight deadlines while maintaining accuracy of work, while keeping in line with the visions that the office had.
- Created animated logos and flyers for different events using Adobe After Effects and Premiere.
- Participated in design critiques and reviews to improve skills and techniques.

EDUCATION

December 2023

BFA in Graphic Design   GPA 3.8

SUNY Purchase College, Purchase, NY

Relevant Coursework

- Digital Media for Designers, Word & Image, Motion Graphics, Design for Web and Screens, Community Design

Awards & Honors

- Cum laude

May 2023

BFA in Graphic Design   GPA 3.8

University of Arts in London Camberwell, London, UK

Relevant Coursework

- Coding, Print and Bind, Process Booking

REFERENCES

Robin Lynch — SUNY Purchase
Head Of Graphic Design At SUNY Purchase   Advisor / Mentor

robin.lynch@purchase.edu