


ALEX LARSON

A graphic designer that creates bold, dynamic brands built to tell stories

 443-987-0800

 alexandra.m.larson@gmail.com

 [LinkedIn Profile](#)

 [alexandramlarson.com](#)

Skills

Adobe Creative Cloud
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe XD
CVENT
Capcut
Experiential Design

Prezi
Google Suite
Active Campaign
Microsoft Office
Canva
SplashThat
Quickbooks
HTML

Education

Bachelor of Arts | International Relations
Bachelor of Arts | Anthropology
University of Rochester
Clustered in Mathematics & Statistics and Cultural Dance.
Studied abroad in Brazil

Languages

English | Native
Brazilian Portuguese | Proficient
Dual Brazilian and US Citizenship
French | Intermediate

Awards

Lockton SPOT Award | September 2019,
February 2020, September 2020
Recognition for work done to help the company and their clients that went above and beyond.

Volunteer Work

Graphic designer with Junior Wildlife Rangers, Dec. 2021-May 2022

Interests

Scuba Diving | World Travel | Literature | Skiing | Knitting | Museums | SciFi

Work Experience

ALPFA Foundation, Inc.

SENIOR DESIGNER | REMOTE | JAN.2024 - PRESENT

GRAPHIC DESIGNER | REMOTE | MAR.2022 - JAN. 2024

- ✦ Ideate, develop, execute, and manage the creation of the visual experience of the annual multi-million dollar Convention (6,000+ registrants in 2024). Includes registration website, wayfinding, attendee experience website, digital and print signage, program screens, branded giveaways and tradeshow booth.
- ✦ Provide creative and art direction to outside vendors and contractors for at least 3 national events per calendar year.
- ✦ Research, develop and maintain a national brand, as well as provide creative and art direction for all ALPFA National branded materials.
- ✦ Manage relationships with vendors, such as event merchandise production, AV and set design teams, and trade show/exhibit/event companies (e.g. Freeman)
- ✦ Build, launch and maintain brand identities for high-level, high-visibility programs, like ALPFA's Most Powerful Latinas, that include brand experience, merchandise and awards.
- ✦ Worked closely with marketing to develop and create annual marketing campaigns like Latina Equal Pay Day and Hispanic and Latino Heritage Month.
- ✦ Designed and managed production of ALPFA National merchandise including, but not limited to, enamel pins, swag bags, sweatshirts and event giveaways.
- ✦ Produced and presented a personal branding workshop series, alongside ALPFA's marketing director, live on ALPFA's social channels (LinkedIn, Instagram, YouTube and Facebook) that saw an audience of 2,000+ unique views

Freelance

GRAPHIC DESIGNER | JULY 2015 - PRESENT

- ✦ Develop full suites of branded materials, including logos, business cards, branding guidelines, letterheads, social media posts, packaging design for small businesses and individuals
- ✦ Brainstormed and developed a language learning workbook with illustrations as well as other educational materials with a client

Lockton Companies

GRAPHIC DESIGNER | WASHINGTON DC | JUNE 2019 - MAR. 2022

GRAPHIC SPECIALIST | WASHINGTON DC | SEPT. 2018 - JUNE 2019

CONTENT DESIGN SPECIALIST | KANSAS CITY, MO | MAY 2016 - SEPT. 2018

- ✦ Created design solutions with high visual impact using knowledge of design and document processing software, layout and design skills, and creativity.
- ✦ Work in a team environment, assist team members, and meet tight deadlines while balancing a workload of 50+ clients and 20+ projects per week.
- ✦ Adhered to the Lockton brand as well as to the branding of various clients.
- ✦ Worked on a wide array of project types, including RFPs, open enrollment communications, PowerPoint presentations and event materials.
- ✦ Worked with outside vendors to create robust marketing, including scheduled messaging, voice recording, and voiceover presentations, to help educate client employee populace.