



INDUSTRY EXPERIENCE

Minuteman Press

Graphic Designer | Quakertown, PA | May 2022 - Present

- Worked directly with clients to design branding materials, promotional products, event-planning supplies, various stationary items, and much more for their personal requests or for the needs of their businesses
- Set up files for print and continued the job through the entirety of the print process using necessary equipment within the shop

Kutztown University Marketing + University Relations

Assistant Designer | Kutztown, PA | May 2021 - May 2022

- Brought varying print + digital advertising projects from conception to completion, including:
 - 50+ page coffee table book titled *The Four Seasons of Kutztown University* to be gifted to Board of Trustees and sold in bookstore.
 - Recruitment billboard which was placed in one of the largest indoor sports complexes in the US

Red Tetterer O'Connell + Partners

Creative Intern | Philadelphia, PA (Remote) | January 2022 - March 2022

- Worked closely with Creative Director to support the creative design process with quick turn-around for clients such as Black + Decker, RovR Coolers, Disney, Slinky, and WSFS Bank
- Attended brief meetings with Account Managers as well as pitch meetings and weekly design team calls

Kappa Psi Chapter of Zeta Tau Alpha

Social Media Manager | Kutztown, PA | December 2020 - December 2022

- Developed a social media strategy and branding to grow consistency in Facebook, Instagram, and other accounts
- Created social media graphics, videos, and interesting content daily while collaborating with over 150 others in my position across the country

Freelance Designer

June 2018 - Present

- Freelance Designer for Huntington Beach, CA agency, Pulp Brand Studio, periodically aiding in branding design, laying out presentations, and more
- Design logos, brand identities, and other print and digital designs for multiple local independent contractors and small businesses
- Sold 250+ stickers, magnets, t-shirts, and more using online art marketplace, RedBubble

OTHER EXPERIENCE

Best Buy | Allentown, PA

Seasonal Sales Advisor | September 2021 - February 2022

- Consistently performed online trainings to continue to learn about new technology and product specifications
- Worked in Computers and Home Theater sections to accurately explain product specifications to customers while providing elite customer service

Amy's Hallmark | Easton, PA

Sales Associate | September 2017 - February 2021

- Developed a system to efficiently organize and direct Hallmark Ornament events
- Recognized on multiple occasions for company loyalty + superb customer service
- Performed product and display merchandising to keep all products visible and organized

EDUCATION

Kutztown University of Pennsylvania

Kutztown, PA | December 2022

B.F.A. in Communication Design

Minor in Social Media Theory + Strategy

LEADERSHIP

Kappa Psi Chapter of Zeta Tau Alpha

Sole Chairman, Nominating Committee

Kutztown, PA | Fall 2021

- Organized, scheduled, and conducted interviews for upcoming Executive Council Elections

Kappa Psi Chapter of Zeta Tau Alpha

Virtual Recruitment Chair, Programs Council

Kutztown, PA | Fall 2020

- Transferred recruitment materials to digital, designed flyers, and facilitated meetings for Zoom while providing technical assistance

QUALIFICATIONS

Adobe Creative Suite

- Proficient in Illustrator, Photoshop, InDesign, and Lightroom
- Experience in After Effects, Premiere, and Dimension

UI/UX Design + Code

- Experience in Figma, XD, HTML, CSS, and JS

Skills

Art Direction	Digital Design	Collaboration
Typography	Print Design	Problem Solving
Branding	Web Design	Time Management
Photography	Social Media	Attention to Detail

ENTREPRENEURSHIP

Alexis Leigh Photography | Easton, PA

Photographer | August 2018 - Present

- Consult with clients to discuss their style and vision for portrait, lifestyle, maternity, wedding, group, and graduation photoshoots
- Design sets and set-up lighting when necessary
- Perform post-production processing by retouching and resizing using Lightroom and Photoshop
- Develop online client galleries for viewing final photos