



LIBBIE ALEXANDER

VISUAL DESIGNER

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libbiealexander.com

EDUCATION

James Madison University

2018 - 2022

- B.A. Media Arts & Design
- Studio Art Minor
- Honors College
- Dutch Art and Design Study
Abroad

HONORS

- Magna Cum Laude 2022
- SMAD Student Award:
Interactive Design
Outstanding Contributor 2022
- President's List 2021 - 2022
- Dean's List 2019 - 2021

SKILLS

- Web Design
- UX/UI Design
- Graphic Design
- Social Media
- Brand Design
- Motion Design

TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe XD
- Adobe After Effects
- Figma
- HTML and CSS

EXPERIENCE

Accenture Song: Creative Design Analyst

Oct 2023 - Present • Philadelphia, Pennsylvania, USA

- Bring concepts to life by designing key artwork and design systems, including specs for type, color, media treatment, etc.
- Develop designs that work across all marketing platforms and media
- Assist with audience research and develop creative briefs to align creative work with customer profiles

Addison Clark: Graphic Designer

Feb 2023 - Sept 2023 • Richmond, Virginia, USA

- Designed and created visually interesting and engaging social media, print, and brand marketing materials for a variety of clients across industries
- Designed beautiful and user-friendly websites for clients
- Maintained brand consistency across web, print, social media, and brand designs

Addison Clark: Junior Graphic Designer

Nov 2022 - Feb 2023 • Richmond, Virginia, USA

- Designed and created visually interesting and engaging social media, print, and brand marketing materials for a variety of clients across industries
- Designed beautiful and user-friendly websites for clients
- Maintained brand consistency across web, print, social media, and brand designs

ArtWorks Gallery: Design Intern

Jan 2022 - Apr 2022 • Harrisonburg, Virginia, USA

- Assisted with gallery operations such as exhibition design, installation, de-installation, openings, and weekly monitoring shifts
- Helped with the design of the website
- Designed and created social media content

Fashion Community Week: Creative Intern

Feb 2021 - Mar 2021 • San Francisco Bay Area (Remote)

- Developed and enhanced organization's website
- Designed and created flyers and social media content for Spring 2021 virtual fashion week
- Designed and created "Shop the Runway" e-boutique