

Alexa Reyes

Designer

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East Brunswick, NJ
Saratoga Springs, NY
908.720.7114

Experience

Death Wish Coffee Company

Saratoga Springs, NY

December 2021 - June 2022

Created static and dynamic assets for social media channels, promotional banner and social advertisements, and digital illustrations for website's blog, collaborated with social, lifestyle, and sales teams to develop brand consistent content, as well as designed merchandise products such as collectible lighters, flags, blankets, bandanas, and t-shirts

Francesca's Collections, Sales Lead

Woodbridge Center Mall, NJ

November 2019 - January 2021

Managed, delegated, and maintained staff of over 10, carried out regular visual merchandising under the constraints of time and limited product availability, as well as built a strong customer relationship and fulfilled company promise to delight its clientele through strong personal interaction, communication, and problem-solving

Mason Gross Galleries, Intern

Mason Gross School of The Arts at Rutgers University

November 2020

Reconceptualized the preexisting identity of the Mason Gross Art Gallery consisting of its logo, architectural wayfinding, interior and exterior signage, website, and deliverable print product design

IDEO, Intern

October 2020

Interviewed Dr. Miranda Gorman in addition to designing and coding the website DrawdownDialogues.com that hosted the transcribed conversation alongside other dialogues carried out by other interns with climate leaders

Internet Archive, Intern

September 2020

Collected, documented, and published an archive of personal familial-oriented objects on Archive.org as well as designed and printed a promotional risograph print showcasing the final archive

Charlotte Russe, Sales Lead

East Brunswick Square Mall, NJ

August 2018 - March 2019

Assisted customers, drove merchandise sales as well as conversion and online reach, trained new associates, organized marketing, and ensured guest satisfaction

Education

Rutgers University, Mason Gross School of the Arts

New Brunswick, NJ

September 2017 - May 2021

BFA in Visual Arts and Design

with a minor in Women's and Gender Studies

Summa Cum Laude – 3.974 GPA

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@alexareyesart

Exhibitions

Things Just Happened

Mason Gross School of The Arts at Rutgers University

April 2021

Undergraduate Thesis Exhibition; Developed the exhibition identity and theme as well as designed promotional object

Remaking Histories

Mason Gross School of The Arts at Rutgers University

October 2020

Annual Undergraduate Exhibition

Spirit of Natirar

Mason Gross School of The Arts at Rutgers University

December 2018

Collaborative Super 8mm film and projection in collaboration with Mariangela Ciccarello

Skills

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe Premiere

Adobe XD

Adobe After Effects

Intermediate HTML

Intermediate CSS

Novice JavaScript

Digital illustration

Video editing

Digital photography

Film photography

Digital product rendering

Animation

Visual marketing and merchandising

Reliability

Adaptability

Flexibility

Management

Coaching and mentoring

Collaboration

Customer Service