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Alex Reynolds

Graphic Designer

alexreynolds.com

(914) 462-6397

alexreynolds017@gmail.com

Education

Parsons School of Design – 2018
AAS in Graphic Design

SUNY Binghamton – 2014
BA in Political Science,
Minor in Drawing

John Cabot University – Spring 2013
Semester in Rome

Skills

Programs

| | |
|---------------|------------------|
| Indesign | Social Platforms |
| Illustrator | Wordpress |
| Photoshop | Mailchimp |
| After Effects | Canva |
| Premiere Pro | Google Suite |
| Adobe XD | Hubspot |
| Figma | Midjourney |
| Keynote | Monday |
| InVision | Asana |
| HTML/CSS | |

Practical

Brand Strategy
User Research
Photography
Illustration/Drawing
Copywriting
Competitive Analysis
Market Research

Personal

Human-Centered Design
Collaborative Design
Team Ideation
Leadership
Group Management
Workshop Coordination
Adaptability

Relevant Experience

Coffee Labs Design

Senior Designer

New York, NY | Hybrid
February 2023 – Present

- Independently executed small and large scale products/campaigns for various clients simultaneously, including designs for AR & VR, branding, environmental graphics and wayfinding in event spaces, print and digital ads, UI/UX and 3D or motion based visuals.
- Managed and directed Intern workload and reviewed drafts, provided design assistance and critique within larger projects.
- Designed 3D ad units that received over 6 million views and half a million interactions in the 3 months it ran.
- Created materials and environmental graphics for large, 5,000+ person events including activations at SXSW and Miami Swim Week.

Perks

Senior Designer

Boston, MA | New York, NY | Remote
May 2022 – October 2022

- Created and standardized branding and guidelines as well as materials across 5 distinct sub-brands, for items such as resource templates, podcast covers and newsletters which increased related site traffic 25%.
- Initiated and implemented a company wide project management system for submitting design requests and tracking design projects.
- Produced and designed all materials for a multi-city convention, including new speaker deck templates, environmental graphics, wayfinding, and motion graphics.

CBA Agency

Graphic Designer

San Francisco, CA | New York, NY | Remote
August 2021 – December 2021

- Assisted in creating and updating brand guidelines, icon systems and packaging. Iterated on concepts for client brand materials such as stationery, zoom backgrounds, and stickers. Edited and crafted decks and infographics.
- Worked on environmental graphics, wayfinding, in-office branding and decals. Produced designs for trade materials, expos, and demo products as well as content for social channels.

Future Food Network

Product & Visual Designer

San Francisco, CA | Bologna, Italy | Remote
April 2020 – January 2021

- Led a team of 7 researchers and culinary specialists in designing sensory research for 50 participants over 3 rounds, provided competitive analysis of product design and analyzed research results. Created initial brand strategy and prototyped communication styles.
- Built handbook for a Fortune 500 client's company-wide guidelines on future product development internationally. Designed prototypes, conducted interviews and completed market analysis of package design and sustainability claim trends.
- Built infographics and data visualizations on sustainable labelling, iconography, and language trends. Designed and presented decks for external meetings and prepared weekly newsletters.

Casa Dragones Tequila

Graphic Designer

New York, NY
January 2019 – September 2019

- Oversaw and executed redesign of new labels and package design for product line extensions and launches. Standardized shipping packaging for all current products.
- Designed menus, sales sheets, decks, pressbooks, web retailer deliverables, in-store assets and managed all design projects for Events and Sales teams.
- Responsible for: designing and photographing product shoots, communicating with print vendors, writing/editing social copy, photo selects and coordinating with the social media manager and content director on graphics for social media, newsletters, and website updates.

Freelance

Graphic Designer

March 2018 – Present

A variety of projects for international and local clients in brand identity, strategy, UI & UX, product design, publication design, signage, market research, competitive analysis, and deck building.