

Alexander Martin

Graphic Designer

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Personal Statement

I am a graphic designer who believes in visual storytelling to, inspire, engage and educate audiences. I have experience with a variety of projects where I applied my technical and creative abilities to solve a diverse range of customer-based problems. Whether it's branding, creating cross media campaigns or redesigning a webpage, I am always looking to grow my knowledge of design to create captivating and memorable experiences.

Employment

Graphic Designer, University Recreation May 2023 - May 2024 | Internship

Designed marketing material for events and services. Worked independently and collaborated with coordinators and external vendors.

Stocker, Walmart

May 2022 - August 2022 | Summer Employment

Worked on a team to unload merchandise from delivery trucks and stock shelves; assisted customers to locate merchandise.

Grounds/Maintenance,

River Falls Housing Authority

May 2021- August 2021 | Summer Employment

Independently managed the grounds and four buildings: worked on landscapes by seeding, watering, mulching, fertilizing, and applying chemicals.

Achievements

Forget About It

Bronze Award

2024 MN AdFed Student - Consumer Campaign

Education

University of Wisconsin-Stout

BFA Graphic Design & Interactive Media

Class of 2024

GPA: 3.135

- AIGA participation
- Classes related to web design, advertising design, branding, UX design, motion graphics and typography

Graphic Media and Print Management Minor

- Classes related to managing content for various stakeholder groups with multiple platforms for graphic content

River Falls High School

High School Diploma

Class of 2020

- Involved in marching, jazz and concert bands, tennis, swimming, and robotics

Skills

- Motion Graphics
- Project Management
- Advertising Campaigns
- Interaction Design
- Visual Design
- DOM Manipulation
- Branding
- Web design

Languages

- HTML/CSS
- jQuery
- JavaScript
- PHP
- Bootstrap

Tools

- Adobe Suite
- After Effects
- Adobe Illustrator
- Figma
- Photoshop
- Webflow
- InDesign

Experience

Advanced Art Workshop: Dutch Graphic Design Practice Study Abroad | June 2024 | Belgium & Netherlands

- Developed a wider design sense based off 4 unique workshops
- Worked with and learned from 5 professional designers.
- Enhanced critical & creative thinking as well as collaboration skills.