

Hey there. I'm a **visual designer** with a multi-disciplinary background, working hard to create meaningful products and experiences.

EDUCATION

Rochester Institute of Technology Summa Cum Laude '15 BFA New Media Design MINOR Digital Business CONCENTRATION Communication GPA 3.95

AREAS OF INTEREST

Visual Design Motion Graphics User Experience Brand Identity Environmental Design Photography

PROFICIENCIES

Adobe Creative Cloud Sketch HTML & CSS Github

INVOLVEMENT

RIT WOMEN'S SOCCER 2010 - 2013

Gained invaluable leadership experience and interpersonal skills as a four- year team member, two-year captain, and overall student-athlete ambassador for the RIT Tigers

- 2012/2013 Capital One Academic All-District honors
- RIT Women's Soccer's 1st four-time All-Conference selection

CONTACT

alexamartinez.com 732 740 3778 alexamartinez.design@gmail.com

EXPERIENCE

ELEPHANT June 2015 - Present

Visual designer at Huge's stealth agency that partners closely with the Apple brand and a variety of its products

CARROT CREATIVE Summer 2014

Worked as a design intern in a tech agency environment on several clients – including Target, Wilson, and iRobot

FREELANCE DESIGNER 2010 - Present Created brand identities, collateral, and designed and painted murals for local organizations

RIT GRAPHIC SPECIALIST 2014 - 2015 Organized and painted large-scale graphics and murals for the RIT Athletics department

HONORS

RIT OUTSTANDING UNDERGRADUATE SCHOLAR

Received special recognition upon graduation for academic excellence – an award given out to only 1% of each college

A. STEPHEN WELLS LEADERSHIP AWARD

Awarded as a senior student-athlete who has demonstrated strong leadership on and off the field over the course of her four-year career