Alex Martin

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Work Experience

Richard A. Goldberg & Associates // Ewing, NJ
Presentation Designer & Copy Editor
08/2016 – present

Create clean, digital presentation templates. Support and enhance presented content with legible, logical typography and proper design hierarchy. Edit, proofread, and prepare client documents. Format and modify ethics policy and procedures documents.

Virginia Commonwealth University // Richmond, VA
Graduate Research Assistant
08/2014 – 05/2016

Assisted launch of new graphic design department website: contributed code to custom WordPress page templates and migrated content. Excelled in rigorous studio workshops and research-based seminars (ideation, research, content creation, materials studies, fabrication, and management of overlapping timelines to meet strict deadlines). Selected to represent VCU at AIGA/NY's annual MFA thesis showcase.

Apple Core Hotels // New York, NY
Web Developer
09/2012 – 07/2014

Managed content for 5 hotel websites. Redesigned search results, reservation, and booking confirmation pages to improve legibility and functionality. Designed and built Apple Core Hotels mobile site. Rebranded 2 travel and hospitality industry blogs: created logotypes, supporting visual elements, and overall aesthetic continuity. Oversaw company's social media presence, and worked with marketing consultant to draft, design, and edit printed and digital promotional material. Managed project schedules. Liaised with printers and fabricators.

powerHouse Books // Brooklyn, NY
Book & Web Designer
08/2010 – 08/2012

Designed book jackets, cases, and interiors; edited interior copy; selected materials. Worked directly with authors to deliver books to press on time. Reviewed late-stage design materials to ensure accuracy. Collaborated with authors to create exclusive content for powerhousebooks.com, including video interviews and previously unpublished images.

United Photo Industries // Brooklyn, NY
Graphic Designer (freelance)
08/2011 – 08/2012

Created visual identities and designed promotional materials for UPI Gallery exhibitions. Designed 32-page photo festival brochure, and festival signage. Supervised festival design team.

Skills

DESIGN: Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Dreamweaver, Premiere, After Effects); Keynote; HTML5, CSS3, JavaScript (JQuery), development frameworks (960GS, Foundation, Bootstrap); WordPress; Google Sketchup

OFFICE: MS Office Suite; Google Analytics, AdWords; FTP clients; cPanel website back-end

Education

MFA, Design/Visual Communications
Virginia Commonwealth University
Richmond, VA, USA

> **AIGA/NY Fresh Grad 2016 MFA Showcase**
> Thesis Presenter

BA, with Distinction, English Literature
McGill University
Montréal, QC, Canada

References available upon request