



www.alexa-wright.com
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EDUCATION

Fashion Institute of Technology, State University of New York
Bachelor of Fine Arts Degree May 2013; Associates in Applied Science Degree May 2011
Major: Fashion Design, Specialization: Sportswear

PROFESSIONAL EXPERIENCE

Freelance Graphic Designer JUNE 2013
MISTER UX – New York, NY

- Conceptualized visual site direction according to site copy, established color palette
- Illustrated detailed graphics using Adobe Illustrator from own original hand-drawn sketches
- Designed branded icon for Mr. UX social media identity

Product Development Intern FEBRUARY 2013 – MAY 2013
ALEXANDER WANG INC. – T BY AW, New York, NY

- Developed print designs using Adobe Illustrator & Photoshop; filled flats digitally & created life-size mockups for visualization; designed primary print for resort 2014 collection
- Draped & sewed swatches with unique seam finishes & construction techniques
- Utilized trend forecasting resources, magazines, & FIT library to research inspiration

Design Intern MAY 2012 – JULY 2012
ZANA BAYNE, New York, NY

- Constructed leather accessories for production orders; visited factories to collect materials
- Designed & illustrated graphics for packaging and promotional materials

Freelance Design Assistant MAY 2011
Design Intern MAY 2010 – DECEMBER 2010
STAERK, New York, NY

- Created original artwork from own photography for home goods print design with Adobe Photoshop & Illustrator
- Researched prints & developed mood boards/visuals for collaboration line
- Created press books, lookbooks, line sheets, invitations with Adobe Indesign & Excel
- Formatted & organized files for website & directed web developer for site design

Design Intern MAY 2010 – AUGUST 2010
GAR-DE, New York, NY

- Developed & sewed pre-production samples
- Assisted during styling meetings & fittings, created line sheets & revised tech packs
- Used Adobe Illustrator & Indesign to render technical flats & create press kits

Design Intern MAY 2010 – AUGUST 2010
DYLAN & ROSE, New York, NY

- Analyzed contemporary market & customer preferences to develop brand identity
- Brought visual clarity to branding & sourced materials for logo, hangtag & labels
- Created site & blog graphics and directed web developer to create a cohesive brand

HONORS & AWARDS

Museum of FIT BFA Artwork Showcase Spring 2013; Macy's International Council of Shopping Centers Garment Showcase November 2012; CFDA Scholarship Honorable Mention 2012; Presidential Scholars Program; Dean's List (Fall 2009 – present); Fusion Fashion Show 2011 (Parsons vs. FIT) - Honorable Mention; AAS Film Noir Exhibition Garment Showcase; Graduated AAS degree Magna Cum Laude

SKILLS & EXPERTISE

Adobe (Highly Proficient): Photoshop, Illustrator, Indesign; Gerber: WebPDM system, AccuMark Pattern Design; Kaledo; Microsoft: Office, Powerpoint, & Excel; Web: HTML & CSS (HAML & SASS)