





ALEXANDRA BENSUSAN


DESIGNER

 alexandrabensusan.wixsite.com/portfolio

 linkedin profile

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 610.451.1363

 san diego, ca

HARD SKILLS

Adobe Photoshop

Adobe Illustrator

Figma

Illustration

Visual Design

Wireframing

Prototyping

SOFT SKILLS

Presentation Skills

Project & Time Management

Teamwork

Communication

EDUCATION

UI/UX DESIGN CERTIFICATE

career foundry

online | 2023 - 2024

AAS TEXTILE DESIGN

fashion institute of technology

nyc, ny | 2013 - 2014

BS MARKETING | DESIGN MINOR

philadelphia university

philadelphia, pa | 2008 - 2012

UI/UX DESIGN EXPERIENCE

Projects

- designed user interfaces using responsive web design for mobile, tablet & desktop layouts
- researched competition of similar apps, conducted usability testing & created user personas
- built visually appealing wireframes & prototypes to solve user problems
- created brand guidelines including logos, fonts, icons, moodboards, color palettes & imagery
- learned basics of coding with HTML, CSS & JavaScript

WORK EXPERIENCE

PRINT & PATTERN FREELANCE DESIGNER

Rylee & Cru

san diego, ca | april 2023 - current

- hand illustrate textile prints for childrenswear apparel & accessories

PRINT & PRODUCT DESIGNER

Petco

san diego, ca | dec 2019 - aug 2023

- designed trend driven prints for dog collars, apparel & home products & illustrated character design for plush dog toys
- researched trend, color & design inspiration to create mood boards
- created detailed tech packs including fabrics, colorways, & measurements
- conducted surveys and gathered feedback to iterate and improve designs, enhancing the overall user experience

ASSOCIATE PRINT & PATTERN DESIGNER

American Eagle Outfitters

nyc,ny | aug 2016 - dec 2019

- created original designs & prints through hand & computer techniques for AE Outfitters womenswear
- cleaned vintage & original artwork, put into repeat, recolor & color separate into screens for production
- maintained Pantone library & assisted in developing new color palettes for each season
- collaborated with creative leads on design concepts & inspiration for upcoming collections

ASSISTANT TEXTILE DESIGNER

Keeco

nyc,ny | june 2014 - aug 2016

- designed bedding & pillows placed at retailers including Nordstrom, Bloomingdales & Target
- communicated with vendors & presented designs to clients