Alex Levy

Experience

Designer, Innovate Orange

Syracuse University, September 2022 – Present

- Conducted a brand redesign for the CuseHacks 2023 event
- Redesigned website using Figma for future implementation
- Designed new style guide, logo, posters, and social media posts

Designer, TNH Student Advertising Agency

Syracuse University, September 2021 – Present

- Developed mock advertising campaign with team of five other people
- Created graphics in Adobe Photoshop and Illustrator, using insights about the target audience to inform the design
- Developed SWOT analysis, user persona, and insights
- Designed two infographics for an advertising campaign for a nonprofit organization and was one of three "Standout Creative Members"

User Interface Designer, CuseHacks Hackathon

Syracuse University, February 2022

- Collaborated with two designers to design user interface prototype for a new Twitter feature that won the Code Not Required section of a hackathon
- Designed user interface in Figma, incorporating new elements while keeping the style and format of Twitter's existing interface
- Incorporated design thinking strategies in order to create user flows and brainstorm problems within the existing UI

Participant, IBM Accelerate Program

IBM, June 2022 – August 2022

- Participated in an 8-week professional development program in the design track
- Learned how to create human-centered designs using UX design, visual design, and design research
- Learned about the importance of empathy and storytelling in designing to fit user needs
- Interviewed more than 15 IBM employees regarding design and related fields and won an award for having the second-most networking conversations in the program

Contact

Alexander Levy

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Skills

- Figma
- Adobe Creative Cloud
- Illustrator
- Photoshop
- InDesign
- Adobe XD
- Premiere Pro
- After Effects
- HTML5
- CSS
- Blender
- Microsoft Office Suite

Education

S.I. Newhouse School of Public Communications Syracuse University

Bachelor of Science: Graphic Design, May 2025

Minor: Information Management and Technology

GPA 3.9

Dean's List