



I am a designer who loves to find solutions to complex problems using visual design, user experience design, and product design

EXPERIENCE

Optimal Assessment, Syracuse University, Jan. 2023 – Present

Designer

- Created educational technology platform to help professors plan courses for diverse learning styles
- Won first place and \$4000 in business pitch competition working with a partner
- Conducted user research through interviews, surveys, usability testing, and secondary research
- Designed minimum viable product (MVP) and design system using Figma

Innovate Orange, Syracuse University, Sept. 2022 – Present

Designer

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

TNH Student Ad Agency, Syracuse University, Sept. 2021 – May 2023

Associate Creative Director

- Led team of four creatives in creating an advertising campaign for a restaurant which won best copywriting out of all the accounts
- Gave actionable design feedback to ensure consistent branding and quality across all deliverables
- Designed a series of social media posts for the client using Adobe Illustrator

Creative Team Member

- Designed two infographics for an advertising campaign for a nonprofit organization and was one of three "Standout Creative Members"
- Developed mock advertising campaign with team of five people and created graphics using Photoshop and Illustrator

IBM Accelerate Program, IBM, June 2022 – August 2022

Participant

- Participated in an 8-week professional development program in the design track
- Learned how to create human-centered designs using user experience design (UX design), visual design, and design research to fit user and business 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

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Portfolio: alexlevydesigner.com

SKILLS

- Figma
- Adobe Suite
- 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