



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, January 2023 – Present
Designer

- Worked with partner to create an educational technology platform to help professors plan courses to meet diverse learning styles
- Won first place in business pitch competition alongside funding to develop the product further.
- Conducted user research through interviews, surveys, and secondary research
- Designed minimum viable product and design system using Figma

TNH Student Advertising Agency, Syracuse University

Associate Creative Director, February 2023 – May 2023

- Led a team of four creatives in creating an advertising campaign for a restaurant which won best copywriting of all the accounts
- Provided design critiques of creative deliverables
- Designed a series of social media posts for client using Adobe Illustrator

Creative Team Member, September 2021 – December 2022

- 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 other people and created graphics in Adobe Photoshop and Illustrator

Innovate Orange, Syracuse University, September 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

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 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

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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