

# ► ALEX LEVY

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## ► EXPERIENCE

**Optimal Assessment**, January 2023 – Present, Syracuse, NY

Designer

- Designed a minimum viable product of an educational technology platform to assist professors in planning courses for diverse learning styles
- Won first place and \$4000 in business pitch competition alongside partner
- Created a user interface and a design system for a minimum viable product using Figma
- Conducted user research through interviews, surveys, usability testing, and secondary research

**Innovate Orange**, September 2022 – Present, Syracuse, NY

Designer

- Created new brand for a hackathon with new wordmark, posters, and social media posts
- Revitalized inactive Instagram account by designing posts to build excitement, grow brand presence, and communicate event information, resulting in a 4.5% increase in followers
- Designed and coded new website using Figma, HTML, and CSS for upcoming hackathon

**TNH Student Advertising Agency**, September 2021 – May 2023, Syracuse, NY

Associate Creative Director

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

Creative Team Member

- Created two infographics for an advertising campaign for a nonprofit organization and was one of three "Standout Creative Members"

**IBM Accelerate Program**, June 2022 – August 2022, Remote

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

## ► SKILLS

**Graphic Design:** Adobe Creative Suite, Adobe Photoshop, Adobe Illustrator, Adobe InDesign

**UI/UX Design:** Figma, Adobe XD

**Motion Design and Video:** Adobe After Effects, Adobe Premiere Pro

**Coding:** HTML, CSS

**Other:** Blender, Microsoft Office Suite, Word, Excel, PowerPoint

## ► 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