

► 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