



Experience

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 (such as how people at Syracuse University have a lot of school spirit) 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 other people 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

Videographer, Daily Orange Student Newspaper

Syracuse University, September 2021 – Present

- Shot videos for the website and social media platforms such as Instagram
- Followed style guidelines when filming and editing videos

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

(614) 649-0155

alexlevy@columbus.rr.com

[linkedin.com/in/alexlevydesign](https://www.linkedin.com/in/alexlevydesign)

Portfolio: alexlevydesign.github.io

Skills

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

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