

GRAPHIC DESIGN PORTFOLIO



**Alexandria
M Southern**

Graphic Design Portfolio

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Graphic Design Portfolio

MY WORK HIGHLIGHTS



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Hello, I'm Alexandria.

About Me

Welcome to my personal portfolio showcasing 7 years of expertise in advertising, graphic design, and illustrations. With a passion for creativity and a keen eye for detail, I strive to bring unique visual solutions to each project.

Based in Indianapolis and available for remote work, I specialize in print advertising, social media graphics, packaging design, and motion graphics. My journey in the creative field has equipped me with the skills to effectively communicate ideas through engaging visuals that resonate with audiences. Let's collaborate to transform your vision into reality.

I believe in the power of design to tell stories and convey messages. I invite you to explore my work and see how I can help you elevate your brand through innovative design. Please feel free to reach out for inquiries or collaborations!



NOW MADE WITH **32%** MORE PACKAGING!

Skills

TOOLS & SOFTWARE PROFICIENCIES
Adobe Creative Suite, with expertise in:



Illustrator | InDesign | Photoshop | Express | Acrobat | After Effects | Premiere

Microsoft Office Suite
MAC and Windows
Wordpress (HTML, CSS & Javascript)
MailChimp & ActiveCampaign
Clip Studio Paint

MEDIA EXPERTISE

Digital (Paint, Sculpting, Layout Design)
Photography
Watercolor & Inks
Charcoal & Pencils

HARD SKILLS

Storyboard Creation
Photography & Photo Manipulation
Video Editing
Continual Learning & Improvement
Planning
Priority-based Project Management
Detailed Attention to Specifications & Regulation Requirements
Strong Public Speaking Skills

Education

BACHELORS of Art in VISUAL COMMUNICATION &
BACHELORS of Science in COMPUTER SCIENCE
Ball State University | Aug 2015 - May 2019

ASSOCIATES of Liberal Arts in GENERAL STUDIES
Ivy Tech Community College | Jun 2014 - May 2015

Achievements

GOLD AND BEST OF SHOW EAST
CENTRAL ADDY 2019
Queer Chocolatier | Brand Identity Design

GRAPHIC DESIGN USA DESIGN AWARD
2018
ShopStange | Brand Identity Design

Experience

SOCIAL MEDIA MANAGER & DESIGNER
Godby Home Furnishings | Jul 2023 - Present

Manage moderation and creation of social media content across various platforms, dimensions, and formats.

Update website imagery and information based on current sales and offers.

Create all sale and brand related content for social media, website imagery, e-mail campaigns, newspaper, display adverts, mail-in flyers, postcards, in-store signage and catalogs.

Photograph custom furniture and sales associates for accurate display on the company website.

Film and edit company training videos.

Comply with disclaimer and financing regulations.

GRAPHIC & MOTION DESIGNER
NewPoint Marketing | Aug 2021 - Apr 2023

Animated motion graphics for social channels using software such as Adobe Effects, Premiere Pro, and Adobe Media Encoder.

Designed graphics for social channels blogs, digital ads, landing pages, rotating homepage banners and emails in Mailchimp and digital coupons in Inmar and Qples

Coded website edits through WordPress using CSS, HTML, and JavaScript.

Adhered to tight deadlines and accurate time logging.

GRAPHIC DESIGNER & FRONT-END DEVELOPER
Cassis Web Design and Development | Nov 2020 - Aug 2021

Designed, implemented, and monitored web pages and sites for continuous improvement on an internal server, BigCommerce, and Wordpress.

Created and converted mockups into HTML, JavaScript, CSS, PHP, XML & JSON.

Developed collateral such as display, marketing and packaging materials to support product branding.

Contact Me

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B R A N D I N G



P A C K A G I N G



C O R P O R A T E
I D E N T I T Y
R E B R A N D



M A G A Z I N E
L A Y O U T

S O C I A L
M E D I A
C A M P A I G N



S A L E
C A M P A I G N





Revolution

Project Type

Branding

Location

Sylt, Germany

Position

Graphic Designer at Studio 165+

Project Description

ShopStange is a series of three family-run clothing stores; Lepoint, Stange, and Revolution, located on the island of Sylt, Germany. The family holds pride in the personable shopping experience and quality products that they offer to the visitors at any of their three stores. The Stange family approached Studio 165+ seeking an identity for each of the three stores that reflected the values of the family and their businesses. I was on the team tasked with branding their grunge-rock store, Revolution.



UNILATHER'S 42-in-1 Everything Brick

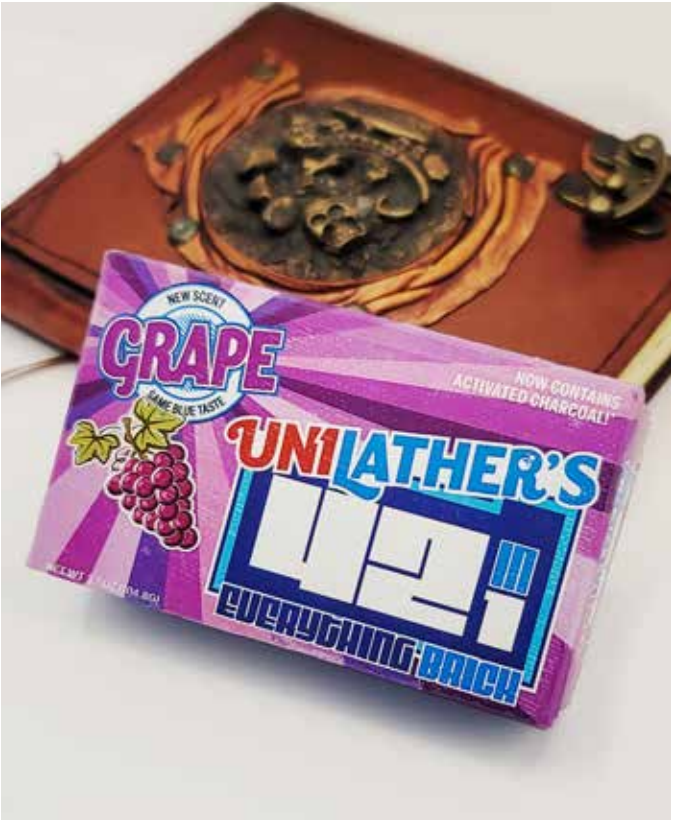
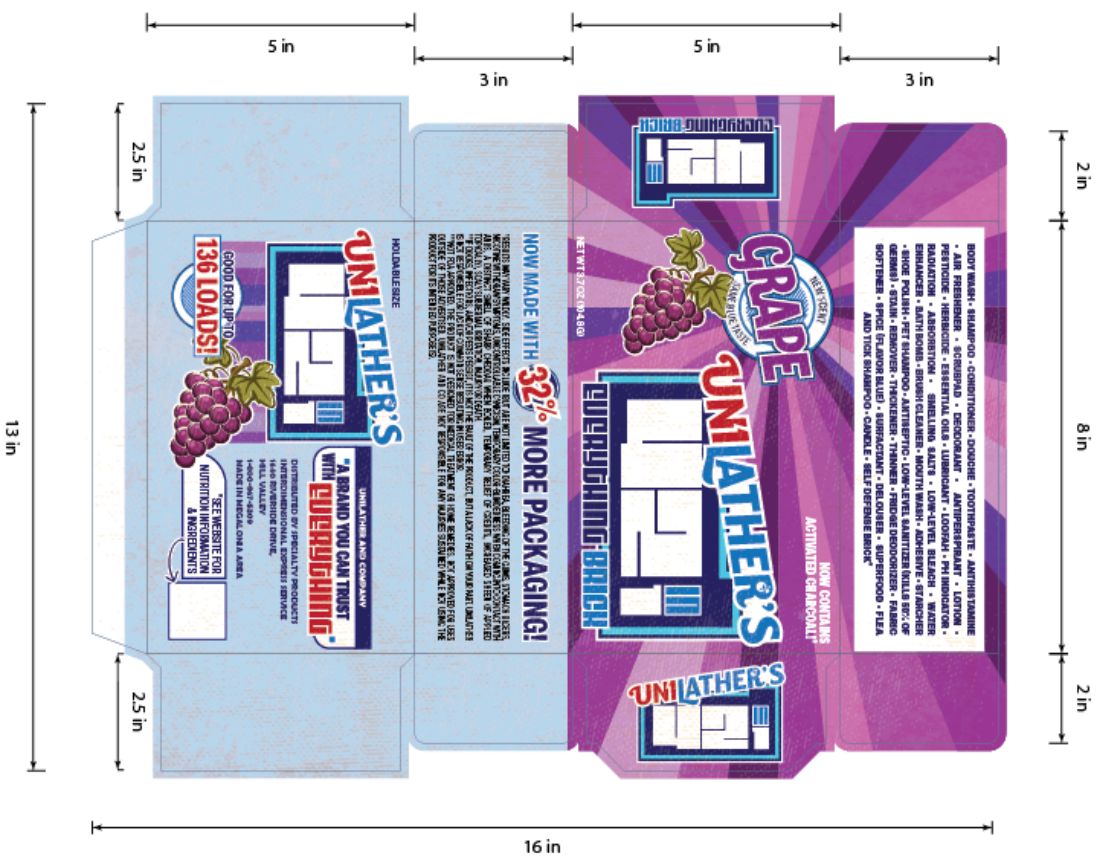
Project Type

Branding & Packaging

Date

February 2026

A brand you can trust with
Everything.



Project Description

UniLather's 42-in-1 is a made up brand and product for a homemade game of a popular TTRPG, Orbital Blues. Playing on the apocalyptic nature of a dying world, I created a soap bar packaging that can fit all your needs on the road. It was a fun exercise in fitting as much information as possible on the small packaging of bar soap. I also enjoyed fitting in many hidden references throughout the text.



Mission, Vision, Values Campaign

Project Type
Corporate Identity Rebrand

Client
Indiana Packers Corporation

Project Description

Indiana Packers Corporation underwent a massive revamp of their mission statement and how it applies to their employees. Their new values; Integrity, Sustainability, Accountability, Collaboration, and Respect, are set up to be the basis for how the company evaluates itself.

M I S S I O N , V I S I O N , V A L U E S



However, this was not just a change for upper management. The company encouraged its employees to help with the evaluations with the Down-to-Earth giveaway. We created a multi-lingual quad section poster, 2 postcards, and a follow-up newsletter to be sent out and viewed by the employees.

Spring Clean Furnishings Look Book

Project Type

Magazine Layout Design

Position

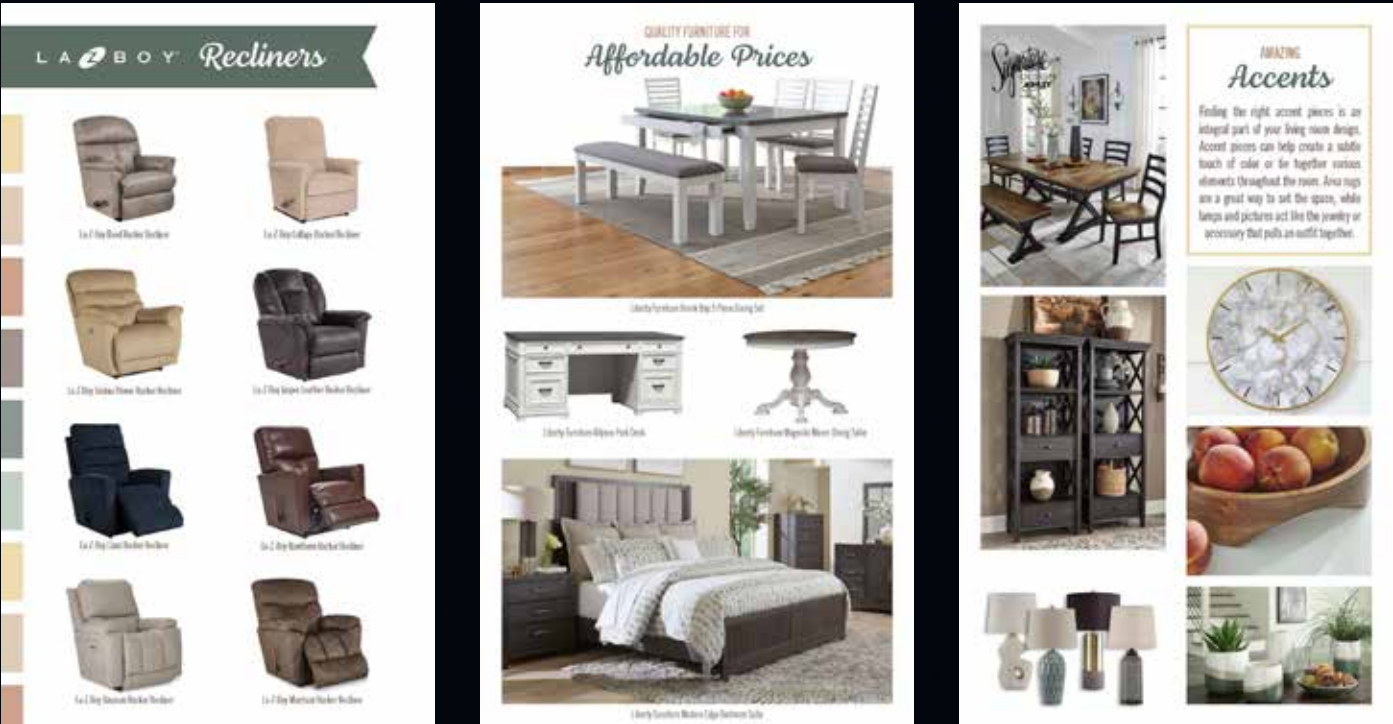
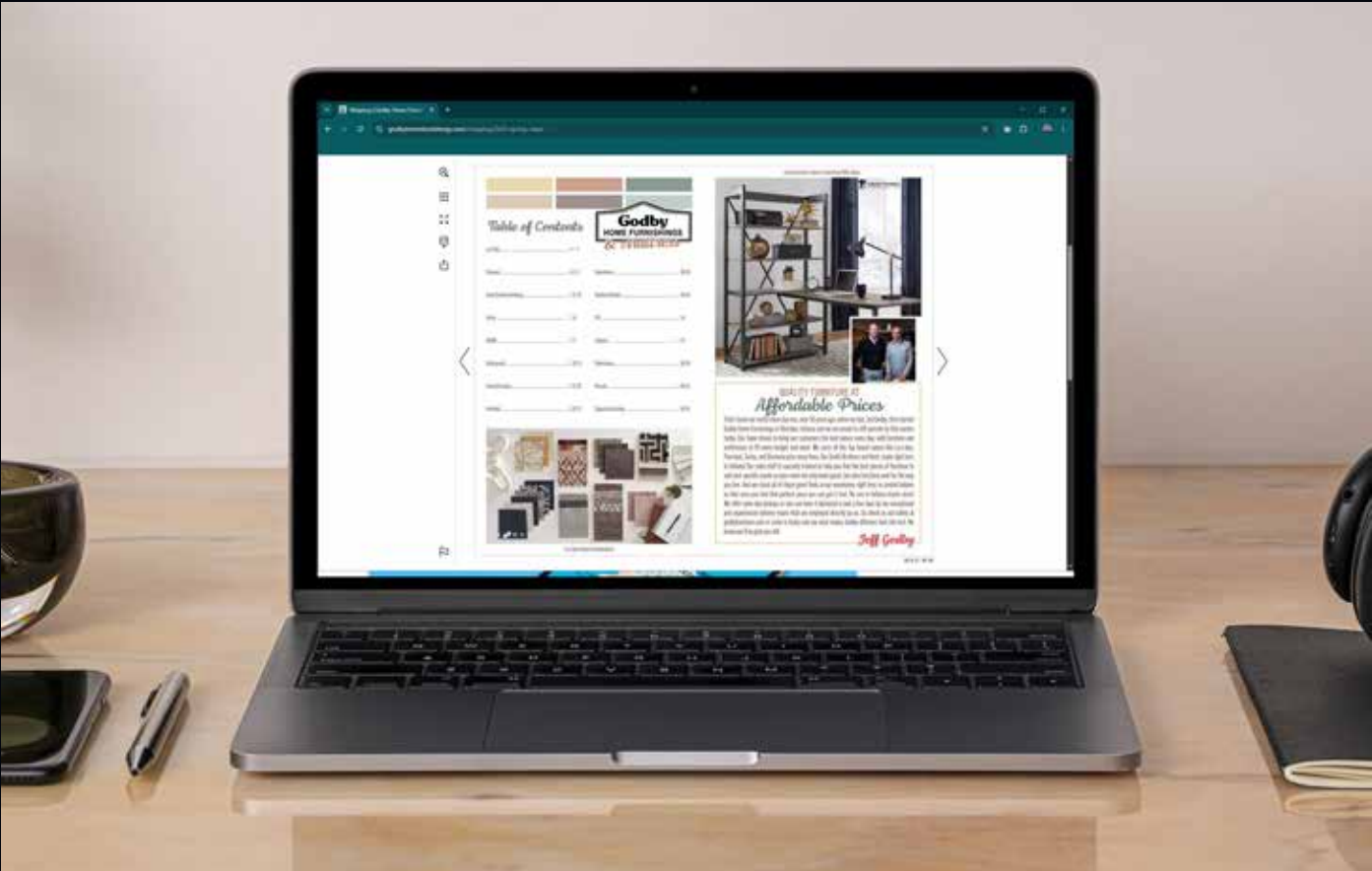
Social Media Manager & Graphic Designer at Godby Home Furnishings

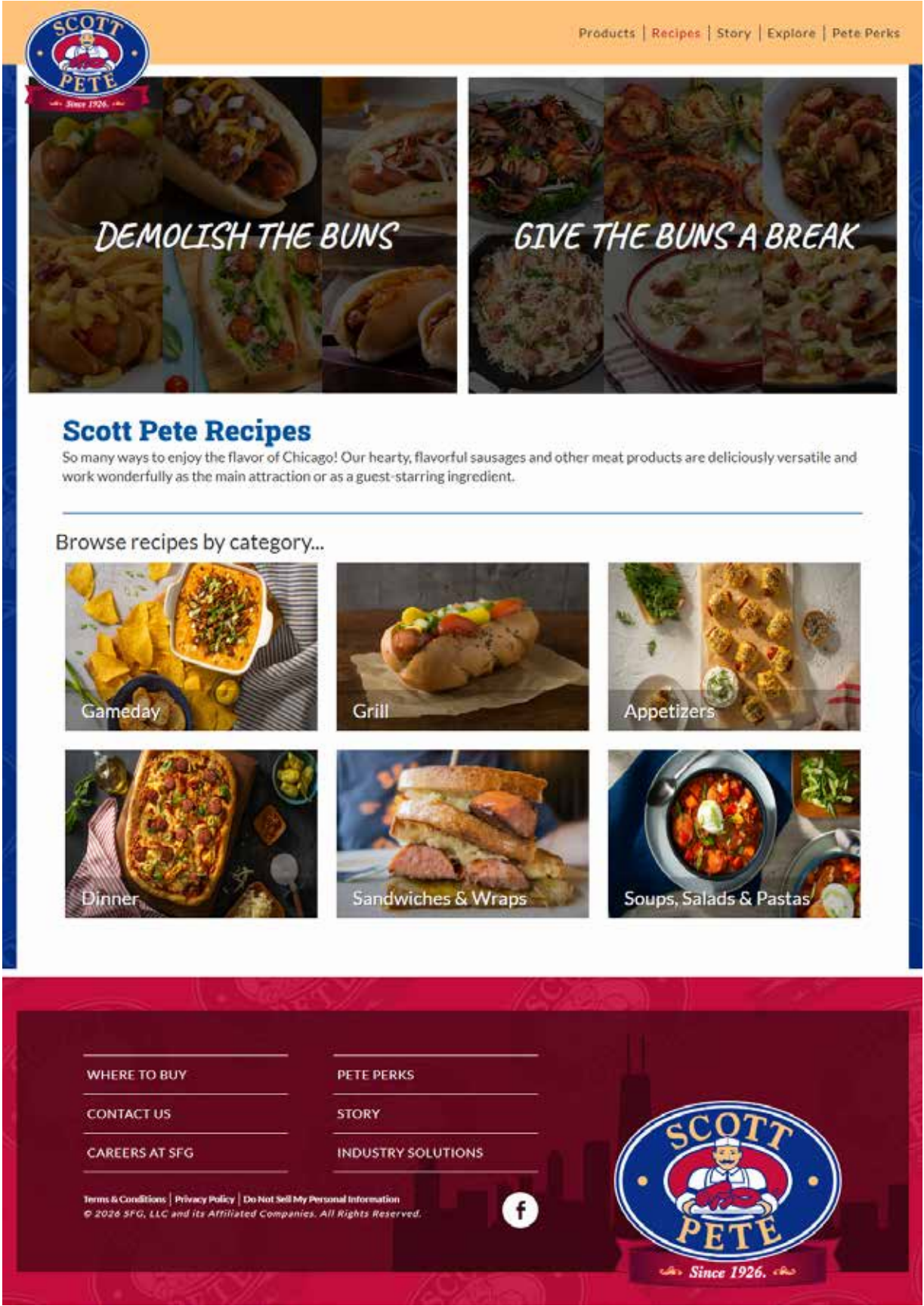
Date

March 2025

Project Description

A few times a year





Anti-Spokesbuns

Project Type

Social Media Campaign

Client

Scott Pete Chicago Sausages

Position

Graphic Designer at NewPoint Marketing

Project Description

Scott Pete needed a new way to capture the attention of the Chicago sausage enjoyers. At NewPoint, our team had the brilliant idea of using some cartoon comedy “against” their product.

The buns spoke out against the heavy girth of Scott Pete’s Chicago sausages. This meant therapy sessions on social media, calls against the locator page, and even crying on their website when the recipes the company provides require the buns to hold their sausages.



HOT SUMMER SAVINGS EVENT

Project Type

Sale Advertising Campaign

Position

Social Media Manager & Graphic Designer at Godby Home Furnishings

Date

July 2026



Social Media Post



REACH Magazine 2-page Ad



Tri-Fold VIP Savings Postcard Exterior

Project Description

Godby Home Furnishings is consistently running a new sale. Each sale is a bit different, requiring different advertising pieces. For one last splash of summer fun, we focused on clearing out our stock of outdoor furniture by reminding people of great times by the pool and great savings!

For Hot Summer Sale of 2026, I designed a 2-Page Magazine Ad, several social media graphics and copy, a Outdoor Highlight eBlast, a Tri-Fold Postcard for the V.I.P. weekend, display ads, Meta ads and on-site ad banners.



Outdoor Highlight eBlast

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THANK
YOU

