

ALEXANDRIA M SOUTHERN

GRAPHIC & MOTION DESIGNER

ALEXANDRIAMSOUTHERN@GMAIL.COM

765-586-4212

LAFAYETTE, IN

AMSSTUDIODESIGNS.COM

EXPERIENCE

GRAPHIC DESIGNER & MOTION GRAPHIC DESIGNER

NewPoint Marketing & IDC Marketing

8/2021 - 4/2023

- **ANIMATED** motion graphics for social channels using software such as Adobe Effects, Premiere Pro, and Adobe Media Encoder.
- **TRANSLATED** scripts into motion graphics that communicate ideas effectively.
- **DESIGNED** graphics for social channels (Facebook, Instagram, Twitter, LinkedIn, Pinterest), blogs, digital ads, landing pages, rotating homepage banners.
- **LAYED OUT** and designed emails in Mailchimp.
- **CREATED** digital coupons in Inmar and Qples
- **CODED** website edits through WordPress using CSS, HTML, and JavaScript.

GRAPHIC DESIGNER & FRONT-END DEVELOPER

Cassis Web Design and Development

11/2020 - 8/2021

- **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.
- **CONTRIBUTED** design ideas in early planning stages with clients.
- **DEVELOPED** collateral such as display, marketing and packaging materials to support product branding.

GRAPHIC DESIGNER

Studio 165+

01/2017 - 05/2018

- **COLLABORATED** with other designers on a variety of identity systems and assets
- **BUILT** corporate brand identities by designing cohesive looks between elements such as logos and letterheads.
- **DESIGNED** website layouts, templates and unique branded looks.

WEB DEVELOPER

BoxCrush Indianapolis Web Design

08/2019 - 04/2020

GRAPHIC DESIGN INTERN

Pengad Printing Services Inc.

11/2017 - 01/2018

EDUCATION

08/2015 - 05/2019

BALL STATE UNIVERSITY

Bachelors of Art in Visual Communication
& Bachelors of Science in
Computer Science

06/2014 - 05/2015

IVY TECH COMMUNITY COLLEGE

Associates of Liberal Arts in General
Studies

SKILLS

Tools & Software Proficiencies

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat, After Effects, Media Encoder, Premiere Pro, Dreamweaver)
- Microsoft Office
- Wordpress (HTML, CSS & Javascript)
- Inmar Coupon Management
- MailChimp & ActiveCampaign
- Clip Studio Paint

Hard Skills

- Printing & Export Knowledge
- Storyboard Creation
- Illustration
- Photography & Photo Manipulation
- Video Editing
- Motion Design
- Brand & Identity
- User Experience Design

Interpersonal Skills

- Clear & Open Communication
- Attentive Notetaker
- Positive & Empathetic Attitude

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

REFERENCES

ASHLEY MORGAN / NewPoint Marketing &
IDC Marketing / ashleyjbmorgan@gmail.com

KRISTY BLAIR / NewPoint Marketing & IDC
Marketing / kristy@idc-marketing.com