



alexa matos | alexadesign.co | alexarebeccamatos@gmail.com

education

Robert Busch School of Design at Kean University | 2015
BFA: Graphic Design
summa cum laude

experience

Social Media Branding

[Freelance](#) | April 2017—Present

Created various branding assets for a multitude of social media influencers on platforms such as YouTube, Twitch and Mixer. Assets include, but are not limited to logos, animations, stream overlays, status screens, panels, merchandise, promotional graphics, emotes, and brand style guides.

American Standard

[Graphic Designer](#) | June 2016—Present

Designed retail labels for all chinaware products. Designed in-aisle POP as well as endcap signs in Lowe's, The Home Depot, and Menards. Designed signage and brochures for Ace, Orgill and the Do it Best trade shows. Worked with vendors to proof and produce all design needs.

The Creative Group

[Design Consultant](#) | July 2015—June 2016

Completed design related tasks under contract. Assignments spanned anywhere from three days to six months. Design challenges included, but were not limited to web graphics, packaging design, image manipulation, design for point-of-purchase, advertising design and collaborating in a team.

Mustard Seed School

[Freelance](#) | Dec 2014—July 2015

Created the identity for a fundraising campaign effective for the next decade. Touchpoints included logo, and two brochures.

Design Studio at Kean University

[Design Intern](#) | Jan 2015—May 2015

In-house design studio dedicated to not-for-profit clients including Community Food Bank of New Jersey, United States Geointelligence Foundation, Karuna Center for Peace Building, Enough Project, and others. Projects included identity design, asset creation, infographic design, campaign building, and promotional design.

RBSD at Kean University

[Design Intern](#) | May 2014—May 2015

Created illustrations for the Design Fundamentals book series. Initiated Instagram account for the series. Created posters for different events within the RBSD.

RBSD at Kean University

[Web Intern](#) | Oct 2014—Feb 2015

Gathered assets and copy for school recruitment website. Created initial design layouts. Created and maintained Behance page for alumni work.

International Engraved Graphics Association

[Social Media Design Intern](#) | Jan 2014—Nov 2014

Established and maintained an Instagram account, as well as maintained the Facebook and Pinterest accounts for the textbook, *Design to Touch*. Also organized and archived IEGA annual contest entries.

design skills

typography
identity design
packaging design
web design
mobile design

technical skills

Adobe Illustrator
Adobe Photoshop
Adobe Muse
Adobe Premiere Pro
Adobe AfterEffects
Adobe InDesign
Basic HTML5 and CSS
Basic Javascript

recognition

American Graphic Design Awards | 2016
Winner for Public Service + Pro Bono Projects

Featured in *Stand Out: Design a personal brand. Build a killer portfolio. Find a great design job.* by Denise Anderson | 2016

ADCNJ Fest of the Best | 2015
Branding Excellence

Phi Kappa Phi | 2014
Honorable Mention Creative Works

Lambda Alpha Sigma | 2013—2014
Honor Society

Kean University | 2011—2015
Dean's List

extracurricular

GlobalShop | 2017
Design Conference

Design Ambassadors | 2015
RBSD Student Aid Group

Thinking Creatively | 2012—2015
Design Conference

Gruskin Group | 2012—2015
Let's Charrette

Design Gallery Club | 2011—2013
Student Group