

I've been working in design for a bit and I love it! Every day I learn something new and grow as a person. I especially love when I get to use my talent for a good cause and really get to help people.

In the past, I've designed and managed design as well as branding for lots of great clients such as Nickelodeon, NBC, Comcast, The Topps Company, and Disney as well as other clients.

Now I'm bringing all of my accumulated talents into more human space,... UX. This is a field in design where you get to combine technology and people as well as work towards something better every day for users and clients. I feel a need to help people of all walks of life to interact with technology, and bridging that gap to better connect people is what drives me. When that person or people finds their way to connect, this is what fuels my passion. I've watched technology pass so many people by leaving them disconnected and I believe there is a place in technology where people can connect at a basic level because we are all just people. We just have to keep empathy in mind and focus on why we do what we do.

I hope to hear from you,

Alexander Cabrera

## EXPERIENCE\*

- **Calvary Christian Academy** **Senior Designer**  
Private School August 2020 - June 2021
  - Developed design solutions to keep end users informed about events and changes through the school parent digital portal (Blackbaud)
  - Coded for their blog and website
  - Developed visual content for social platforms
- **Redline Media Group** **Senior Graphic Designer**  
Advertising Agency September 2015 - August 2020
  - Layouts and designs for various digital and print projects, including mailers and digital collateral, i.e. social media, web ads, emails, websites, etc.
  - Logos and branding development for several premium clients i.e.: Hard Rock Hotels, Hard Rock International, Hard Rock Cafe
- **Steel Traders** **Marketing and Graphic Design**  
Steel Trading Company November 2010 - September 2015
  - Design development for sales and marketing. i.e. Sales sheets, stationery design, eblasts, advertising, and social media
  - Strategy development to reach clients and strengthen the brand
- **Sproutcloud** **Design Developer**  
TCMA Marketing Tech Start-Up February 2009 - November 2010
  - Template design development, adapting print to digital connecting their 1:1 marketing solution through multiple marketing channels
  - Tested and work on the PURL program to build out a print program that would grow into a print-to-digital online driver
- **REX Three Inc.** **Senior Art Director**  
Printing and Creative Services June 1999 - February 2009
  - Managed design teams that developed creative work through the process into execution for various clients, i.e. Topps Co., Nabisco, AT&T, Canon, Nickelodeon, Disney, NBC, Comcast, Princess Cruises, and Wayne Huizenga
  - Negotiated with brand managers to find creative solutions that developed stronger brand recognition through specialized production solutions
- **Imaging Network.com** **Lead Designer**  
A Tech company connecting printer dealers March 1998 - June 1999
  - Responsible for the company publication "The Image Source"
  - Supported the publication sales and marketing team with brand collateral such as stationery, direct mail, advertising, and promotional materials
- **Copylite Products Corporation** **Senior Designer**  
Worldwide distributor of printer parts June 1997 - March 1998
  - Designed print solutions for catalogs, brochures, corporate branding, direct mail, and packaging

\*The above list does not include any freelance or private consultation work.

## TOOLS

- InDesign
- Photoshop
- Illustrator
- Acrobat
- Lightroom
- Spark
- Dreamweaver
- XD
- After Effects
- Mobirise

## SKILLS

- UX/UI design for desktop and mobile platforms
- Prototyping
- Wireframing
- High Fidelity and Low Fidelity Comps
- Strong design and conceptual skills
- Branding
- Photo editing
- Digital illustration
- Logo design
- Package design
- Publishing

## EDUCATION

- The Art Institute of Fort Lauderdale
  - Associates of Science Degree in Visual Communications
- SkillCrush
  - Front-end Web Design
  - UX/UI Product design and development

## LANGUAGES

- Fluent in english and spanish.

References available upon request.

## REFERENCES

**John Doldan**

Senior Art Director - Topps Company  
212-376-0670

**Jean Paul Garcia**

Creative Sr. Designer - Jazwares  
754-304-2584

**Marc Spring**

President - Evolved Office Company  
954-903-7900