



# ALEXUS ENCARNADO

*senior creative designer*

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## PROFILE

- Well-versed graphic designer and professional
- Motivated, passionate, reliable and dependable
- Extreme attention to detail with strong organizational skills
- Works and communicates well with others
- Excellent at multi-tasking projects

## EDUCATION

### BFA

Hussian College, School of Art (2015)

Graphic Design Major

## DESIGN SKILLS

- Print, Web, Interactive Design
- Cross-Channel Marketing
- Logo/Branding Development
- Campaign Concepts and Visual Communications
- Sell Sheets and Advertorials
- Supplement Layouts
- Corporate/Network Events

## TECHNICAL PROFICIENCIES

Adobe Creative Suite	Ceros
Microsoft Office Suite	Keynote
HTML/CSS	Exact Target/ Listrak/
WordPress	Constant Contact

## ACCOMPLISHMENTS

**First Place Winner for Self-Promotion Advertising "Championship Football Coverage" in The Philadelphia Inquirer (2019)**  
Pennsylvania NewsMedia Association Foundation

**American City Business Journals American Eagle Award for Excellence (2014)**  
Philadelphia Business Journal

## EXPERIENCE (8 YEARS)

### SENIOR CREATIVE DESIGNER

US Vision (September 2020 – Present)

- Translate creative briefs into design concepts that drive customer relevance and engagement
- Meet marketing objectives and drive traffic to deliver sales
- Collaborate with Marketing, Visual, outside agencies, and other cross-functional partners to build strong, consistent concepts that differentiate our Optical brands from the competition
- Lead the design of compelling marketing vehicles and in-store graphics which includes print advertising, direct mail, email and digital, in-store signage and collateral
- Point person to decode projects scope and prioritize projects across all brands
- Support the development and maintenance of design standards, guidelines, and best practices to ensure alignment of quality with Host partner expectations

### ART DIRECTOR

Catalyst Outdoor Advertising, LLC (April 2019 – April 2020)

- Worked closely with sales team to serve as design consultant for clients
- Researched and developed design concepts and sample layouts that helped increase revenue sales and promoted the brand internally
- Operated in-house software to program artwork onto digital displays accurately to execute a satisfactory client experience
- Managed website updates and maintained company branding
- Contributed fresh and new ideas
- Advised design consistency across all platforms

### GRAPHIC DESIGNER

The Philadelphia Inquirer (May 2016 – April 2019)

- Created print and digital ads for clients, sales materials, web banners, e-mail blasts, microsites, layout and design of special sections
- Oversaw event campaigns that included promotional ads, award program presentations, award layouts, e-mail marketing and all corporate/networking event signage
- Assisted in event set-up at venues to ensure signage was appropriately displayed

### ADVERTISING & GRAPHICS SPECIALIST

Philadelphia Business Journal (June 2012 – May 2016)

- Scheduled paid client ads in their correct publication placement
- Responsible for invoicing advertising clients accurately
- Created print and digital ads for clients, sales materials, web banners, e-mail blasts, layout and design of special sections
- Production of promotional ads, award program presentations, award layouts, e-mail marketing and all signage for corporate/networking events