



Stan Alexander

stan@stanalexanderdesign.com

www.stanalexanderdesign.com

201.674.3953

Multidisciplinary Senior Graphic Designer

Qualifications Summary

Highly focused and detail oriented Senior Graphic Designer with over 7 years of experience within an in-house eCommerce creative team, creating imaginative, clean and innovative digital and print design solutions with service to marketing messaging. Specialties include, art direction, print layout, ability to work with web and print design, brand development, logo design, designing for B2B and B2C markets. Strong illustration typography and web page layout skills.

- Adaptable and efficient designer with a strong passion for learning emerging technologies and staying current with design trends and styles
- Artistic and business minded with a strong ability to collaborate within a team environment to create digital and print design solutions that communicate the intended marketing messaging
- Strong ability to multi-task, stay positive and motivated in a fast paced, deadline driven environment

Work Experience

BrickHouse Security, New York, New York

Senior Graphic Designer May 2014 – Present

Graphic Designer May 2011 – May 2014

- Creating digital and print design solutions that support the marketing messaging for BrickHouse Security products and services
- Work with marketing managers, copywriters and internal stakeholders to design and code BrickHouse Security B2B and B2C product landing pages using Adobe Photoshop, Illustrator, HTML, HTML5, CSS and CSS3
- Work with marketing managers to design print and interactive, digital catalogs and data sheets for targeting B2B clients. Technologies used: Adobe InDesign, Lightroom, Photoshop and Illustrator
- Collaborate with copywriters to design and develop the BrickHouse Security Learning Center by designing and coding learning articles
- Collaborate with in-house and outside agency designers to produce eCommerce design assets
- Collaborate with copywriters to produce retargeting ad campaigns
- Collaborate and mentor in-house designers

Rio Vista, Oradell, New Jersey

Graphic Designer August 2009 – January 2011

- Revitalized the Rio Vista brand by redesigning the company logo and branding guidelines/materials
- Created logos, advertisements, brochures, direct mailers and marketing materials
- Increased brand awareness by designing and coding landing pages
- Helped increase physician sign-on by collaborating with the marketing team to produce B2B and B2C marketing materials



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Technical Skills

Proficient in: Adobe CC, Adobe Creative Suite, Photoshop, Illustrator, InDesign and Lightroom, typography, page layout, color theory, composition, type formatting, HTML5, CSS3, digital photography, photo editing, retouching, illustration, hand drawing, painting

Education

Ramapo College of New Jersey, Mahwah, New Jersey

Bachelor of Arts, Communication Arts: Design and Interactive Media, May 2010

Bergen Community College, Paramus, New Jersey

Associate in Applied Science in Graphic Design, May 2006

Professional Development

School of Visual Arts, New York, New York

Graphic Design Portfolio: *Professional Development Course*, January – May 2014

Photography Exhibitions

The Story of the Creative, Long Island City, NY May 2013

Exhibited travel photography, shot in documentary style depicting the culture and the people of the location.