

Alexander Appugliesi
Graphic Designer

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Work Experience

Graphic Designer
WE
Feb 2016 – Present

_ Working directly alongside the social media team to create visual assets for all the @WE channels, including Instagram, Facebook, Twitter, and Snapchat.

_ Creating social content for brand and campaign amplification such as illustration, animation, photography, video, and GIFs.

_ Working alongside the WE Day App development team to produce brand aligned icons, illustrations and animated materials

Junior Graphic Designer
The Canadian Institute
Oct 2015 – Feb 2016

_ Design various direct marketing projects from concept to final piece including: brochures, advertisements, postcards, and flyers, while applying branding and direct marketing graphic design principles and techniques

_ Organize and manage all assigned projects from conception to final piece as well as size, crop, and colour-correct pictures, graphics and logos

_ Liaise with marketing, production, sponsorship, internal clients, by telephone, email or in person, to analyze project requirements and take direction from internal clients to design to their expectations within deadlines

_ Collaborate with outside printers within Canada, the U.S. and the UK; prepare files for print as well as check and approve PDF proofs

Research Assistant
OCAD sLab
Jan 2013 – May 2015

_ Worked on a video project for Policy Horizons Canada. Worked within a team environment, brainstorming, organizing plans of action, managing a budget and designing. Also worked on other sLab event video projects.

_ Audio, video and photo set up at DesignJam events

Skills

Technical

_ Adobe Photoshop, Illustrator, InDesign, After Effects, Lightroom, Digital & Film Photography, Photo Retouching, Book Binding, Mockup, Basic HTML, Microsoft Office, Mac/PC, iMovie, Final Cut Pro, Rhinoceros 5

Design

_ Typography, Editorial/Layout, Branding, Packaging, Web, Motion, Illustration, Animation

Intellectual

_ Copywriting, Naming, Writing
Conceptualizing, Communication, Team Work

Extra

_ Standard First Aid & CPR “C”, G-Class Driver’s License, Automated External Defibrillation Certification

Education

OCAD University
Fall 2011 – Spring 2015

_ BDES: Graphic Design
_ Minor: English

Recognition

**St. Edmund Campion
Secondary School**

_ Grade 11 Graphic Design Award
_ Grade 12 Graphic Design Award

References

Available upon Request.