



Alex DeWitt

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Skills:

Adobe Creative Cloud

Photoshop	14 years
Illustrator	10 years
InDesign	9 years
Premiere Pro	4 years
After Effects	2 years

Other Software

Affinity Designer Suite	8 years
Figma	2 years
HTML5 + CSS3	4 years
Microsoft Office	14 years
Google Suite	14 years

Hardware / Equipment

- ▶ Consumer and Commercial Printers
- ▶ Die Cutters
- ▶ Windows, Mac, and Linux Computer Systems
- ▶ Basic Hand & Power Tools
- ▶ Digital Cameras, Lights, and Related Equipment

Relevant Experience

Current

Progressive Victory - Media Production Manager

FEB 2024 - CURRENT

- ▶ Manages branding assets spanning three brand identities and creates a wide range of graphics and marketing materials to support a wide range of campaigns, spanning from digital to print.
- ▶ Oversees and supports a team of video editors to produce multiple production pipelines with a focus towards online platforms, including YouTube and TikTok, capturing 1M+ views across all platforms.
- ▶ Advises on topics of brand development and implementation, UX/UI, and messaging with organizational leadership.



Freelance Graphic Designer

JUNE 2018 - CURRENT

- ▶ Works with a wide range of clients and non-profits to create effective branding and digital messaging packages while remaining on-budget.
- ▶ Consults with marketing and outreach teams regarding best practices of communication and brand building within digital and physical spaces.
- ▶ Educates internal client marketing teams to equip themselves with the tools needed for long-term marketing sustainability.
- ▶ Independently manages matters of invoicing, intellectual property rights, and maintaining services per contractual agreements.



Past

Progressive Victory - Volunteer Design Lead

AUG 2022 - FEB 2024

- ▶ Lead a team of volunteer designers to produce a wide range of digital and print assets, often with a turnaround period of less than 48 hours.
- ▶ Interfaces with a wide range of internal and external clients to manage expectations and keep projects on track.
- ▶ Manages the brand identity of the organization.
- ▶ Meets bi-weekly with nationwide advisory board to advise on visual outreach needs of the organization, as well as strategic decisions relating to resource allocation and mission focus.



Ideometry - Graphic Design Intern

MAY 2018 - JUNE 2018

- ▶ Worked independently and as part of a larger marketing team working on multiple projects of varying scales and time-frames to create a range of graphics from print and web advertisements, UI mockups for website design, to simple motion graphics, forming hundreds of pieces of work over a two week period.
- ▶ Worked directly under the Creative Director to brainstorm simple visual solutions for complex problems.
- ▶ Researched information to guide creative strategy on multiple projects.
- ▶ Independently managed and logged time spent on a variety of projects for management's review.



Northern Vermont University - Design Intern

JANUARY 2018 - MAY 2018

- ▶ Independently applied the evolving branding manual to transform existing brand materials and create new materials for use with the new Northern Vermont University brand identity.
- ▶ Identified multiple areas previously overlooked in the re-branding process, and collaborated with the Marketing Director to make new guidelines that remained true to the overall brand identity
- ▶ Managed multiple work orders with varying time-lines and degree of complexity to create materials both for internal consumption and external marketing use.



Education

Northern Vermont University - Lyndon

Graduated Summer of 2018

- ▶ Bachelor's of Fine Arts: Graphic Design
- ▶ Associate's of Science: Photography



Formerly known as Lyndon State College

Be sure to look at my portfolio!
<http://DeWitt.Design>