

EDUCATION ▼

KEENE STATE COLLEGE

August 2011 - May 2015

BFA Graphic Design
Minors - Studio Art,
Women's Gender Studies

ELECTED COURSE WORK

August 2008 - December 2011

Film Photography

- Massachusetts College of Art

Film Photography 2

- Massachusetts College of Art

Graphic Design / Hand Lettering

- Massachusetts College of Art

Fashion Photography

- Art Institute of Boston

SKILLS ▼

PHOTOSHOP ○ ○ ○

ILLUSTRATOR ○ ○ ○

INDESIGN ○ ○ ○

AFTER EFFECTS ○ ○ ●

DREAMWEAVER ○ ● ●

PHOTOGRAPHY ○ ○ ○

FILM ○ ○ ●

STEEL WELDING ○ ○ ●

NICE TO MEET YOU, I'M

ALEXANDRA(ALLIE) NORMAN

EXPERIENCE

SMART TRIP - MARKETING SPECIALIST

July 2016 - May 2017 Rome, Italy

Designed art work for promotions and events in web as well as print. Managed social media marketing, Mail Chimp, and direct sales. Created event deliverables for events in over 36 cities across Europe. Captured and edited images for promotional products such as online media and printed flyers. Managed group tours in over 16 countries while being based in Rome, Italy.

BERN UNLIMITED - GRAPHIC DESIGNER

August 2015 - June 2016 Boston, MA

Worked in-house in the creative department. Bern is a lifestyle action sports brand specializing in head protection and athletic wear. Communicating Bern's brand message across a variety of platforms was the overall objective. Assisted in line-planning, catalog layout development, vector graphics for products, SMU's, POP, package design and engineering, event deliverables, soft-good production, social media and Mail Chimp management as well as print and web advertising.

SEDEXO - GRAPHIC DESIGNER

Jan 2015 - May 2015 Keene, NH

Led the re-branding effort of Keene State College's coffee shop, The Bean and Bagel, as well as other signage in the student center. Created advertising art work as well as managed local ad distribution for web and print. Other responsibilities included creating info-graphics for fall 2016 student orientation.

AIFW- GRAPHIC DESIGN INTERN

May 2015 - August 2015 Atlanta, GA

Created print materials such as advertisements, info-graphics, and merchandise for the week-long event at AIFW (Atlanta International Fashion Week)



CEMOI - GRAPHIC DESIGN INTERN

February 2014 - September 2014 Paris, France

Communicated between the Paris and New York offices while working remotely. The internship entailed mostly packaging redesign as well as print and web advertising. Assisted in the redesign of many products to help aid their transition into the US market.

KEENE STATE EQUINOX - GRAPHIC DESIGNER

January 2012 - May 2015 Keene, NH

Completed over 50 graphics for the college's newspaper. Graphics ranged from simple illustrations to infographics. At the 2015 Journalism Awards, was awarded Graphic of the Year for northeast region and inducted into Keene State College's chapter of The Society of Collegiate Journalists.