

Alejandro Madera-Sandoval

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EXPERIENCE

Designer

Ideas On Purpose • 2021–Present

- Independently create design explorations and solutions selected by clients.
- Find visual opportunities within written content provided by clients. e.g., infographics, imagery, callouts, and stats.
- Create mood boards, sketches, wireframes, presentations, style guides, and storyboards.
- Executing print production and typesetting content while maintaining the highest quality design solutions.
- Create printer-ready files and web PDFs that fulfill ADA requirements.
- Assist and support creative leads and peers in generating designs and projects in the production phases.
- Create motion-based social media posts.

Part-Time Seasonal Designer

Group M • 2020–Present

- Explore designing layouts, create/update floorplans, and make web-ready PDFs for the Winter Show catalogs.
- Created multiple print advertisements for art collectors.
- Assist in typesetting production for the Singh Center for Nanotechnology 2021 and 2022 report.

Design Intern

Sedso Design • 2019

Worked on a branding project from start to finish with guidance from the director. Handled updates for on-going clients and created signage and menu designs.

PROFESSIONAL DEVELOPMENT

DesignPhiladelphia 2019

Participated in a collaborative installation showcasing the importance of design.

EDUCATION

BFA Graphic Design

The University of the Arts • 2021

AWARDS & HONORS

The CRW Award For Excellence
in Typography

The University of the Arts • 2021

Critical Studies Commencement Award

The University of the Arts • 2021

Magna Cum Laude

The University of the Arts • 2021

SKILLS

Experience with..

Branding, Editorial Design, Web Design,
Motion Graphics, and LetterForm Design,
ADA PDF accessibility

Programs

Figma, InDesign CC, Illustrator CC,
Photoshop CC, and After Effects CC

Language

English and Spanish