

# zoe alexander

art director & illustrator

zoxand.com

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## experience

**VCU Ad Club Camp Adventure** Richmond VA, Summer 2020  
Art Direction Internship

Worked as an Art Director in a group of campers with different agency roles on a campaign for the International Centre for Missing and Exploited Children.

**(add)ventures** Providence RI, Winter 2020  
Graphic Design Internship

Worked closely with design team. Created graphic assets, assisted photoshoots, ideated, participated in design meetings, organized decks for business meetings. Worked on campaigns for CVS, social media posts for local brands, and other design projects.

**Capital One** Richmond VA, Summer 2019  
Design Development Program

Redesigned a product to help customers in financial hardship. Led design jams, worked alongside content strategists and professional designers, ran user research, met with and pitched to product owners, iterated on a design to its final resolution to be written by software engineers.

**Sportable** Richmond VA, 2012-2018  
Vunteer Freelance Design

Sportable is a non-profit that gives disabled athletes support, resources and community to stay active and participate in team and solo sports.

Prepared designs for print, including posters, newsletters, flyers, invitations and designed a mural for headquarters.

**Capital One** Mclean VA, Summer 2017  
Intensive Design Immersion

Participated in design thinking exercises, user experience labs, and creative design meetings.

## education

**Rhode Island School of Design**  
BFA with Honors in Illustration with concentration in Computation, Technology and Culture, 2020  
3.8/4.0 GPA

**Virginia Commonwealth University**  
**Brandcenter**  
Masters in Business in Art Direction, 2022  
4.0/4.0 GPA

## skills

### Visual Design

Photoshop, Illustrator, InDesign, After Effects, Sketch, Procreate, Sketchbook Pro, Final Cut Pro

### Programming

Processing and p5.js

### UI Design

Adobe XD, Figma, inVision, Proto.io, Framer, React, AR / VR Design, User Testing and Research

### Traditional Media

Color theory, Perspective Drawing, Screenprinting, Riso Printing, Book-binding, Children's Book and Editorial Illustration

### Untraditional Media

Baking Cookies, Writing Bad Haikus, Flower Arranging, Playlist Making, Running (within a 2 mile radius), Charcuterie Composing

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