

Alexandria Levis

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EXPERIENCE

Digital Designer

July 2022 - Present

Advertising Specialty Institute

- Design and produce member-focused digital assets, including ads, email blasts, social media posts, websites, and content marketing experiences for ASI Creative Labs, utilizing Adobe Creative Suite and the iOn website-building platform.
- Craft engaging, user-focused content marketing campaigns by applying UX/UI expertise to align with supplier brand identities, driving client satisfaction and increasing leads.
- Design print ads for suppliers on a project basis, creating polished, professional layouts with Adobe InDesign for inclusion in the quarterly magazine.
- Format and publish weekly in-house news articles as needed, utilizing basic HTML skills to ensure accuracy and accessibility.
- Actively contribute to the Diversity and Inclusion Committee, volunteering biweekly to plan events, promote inclusivity, and implement long-term solutions for accessibility.

Digital Media & Creative Tech Specialist

August 2019 - May 2022

Millersville University

- Provided one-on-one support to university students, offering personalized guidance on creative projects and helping them navigate complex software tools like Adobe Creative Suite and Microsoft Office to complete assignments successfully.
- Tailored solutions to meet individual student needs, ensuring successful completion of academic and creative projects.
- Contributed to the development and execution of a rebranding initiative, providing creative input to redesign visual elements and refine messaging to better align with student needs and expectations.
- Designed and produced promotional materials, including posters, flyers, and digital content, to increase department visibility and engage students, driving awareness and foot traffic to available resources.

EDUCATION

Bachelor of Design in Interactive and Graphic Design

August 2018 - May 2022

Millersville University of Pennsylvania

User Experience Certificate

May- August 2023

Cornell University

ORGANIZATIONS

Diversity and Inclusion Council at ASI - Member Since 2022

Received Star Achiever Award

PeerLink Committee at ASI - Member Since 2022

ADDITIONAL INFORMATION

Skills

Brand Identity | UI/UX Design | Content Marketing | Basic HTML & CSS | Prototyping | Problem Solving

Tools

Adobe Creative Suite | iOn | Figma | Jira | Saba | Microsoft Office | Zoom