Alejandra
anderson

alejandraanderson.com
beyondmedia@gmail.com

Experience

Designer and Manager under Beyond Media Solutions

- Facilitate client's vision by researching, conceiving, wireframing, sketching, and designing digital products.
- Lead and manage writers, designers, programmers, photographers and video professionals depending on projects needs.
- Created and designed logos, business cards, brochures, posters, banners, infographics, icons, animated gifs, websites and web apps.

Assistant Creative Director / Account Manager for KIMBO design

- Created, Designed and managed the execution and creation of a successful 4 million dollar social media campaign.
- Identify opportunities and prioritize areas for improvement on a variety of websites.
- Helped improve the skills of the design team through mentorship.
- Achieved cohesive, effective, positive, and mutually supportive team spirit
- with co-workers.
  Marketing optimization including user testing and A/B testing

Art Director For Creative Spirit Communications

- Established the visual direction of interactive work, then delegated to 4 other team members successfully.
- Scoped, designed and managed deliverables for multiple projects to make sure they where on time and on budget.
- Successfully communicated ideas and design choices to coworkers or clients.
- Created advertising videos and animation for touch screens, mobile and web related platforms.

Production / Web Designer For Tribal DDB Canada

- Worked closely the Art Director on advertising interactive projects.
- Created, developed and or presented concepts for online marketing.
- Updated or design microsites or banners for: Lipton Tea, Gatorade, Phillips, Sun-Rype, BMO and CTC.

Education

High Performance Institute

6 months/12 High Performance Coaching Sessions, on on one and group coaching on the topics of seeking clarity, generating energy, raising necessity, increasing productivity, developing influence and demonstrating courage.

Business Sales for Woman

How to sell more in less time by Pauline O'Malley. Personal Coach.

Landmark Communication Skills - Level 1, 2

Be heard, be known, listen - be effective in communication
at: Landmark Education, Vancouver

Interactive Screen 0.6 - Scholarship Recipient

This acclaimed new media development think tank focuses on the creative, social and business impacts of digital art, technologies and networks. Each summer, a mix of international and Canadian new media luminaries and rising stars meet in Banff to reflect on the current state of the art and the shape of things to come.

Multimedia Intensive Program

This program is about communicating in new ways. Digital media technologies bring together many types of media including graphics, text, sound, animation and video to create new forms of interactive multimedia communication.
at: University of British Columbia in association with Emily Carr

Business Program

Aim at assisting prospective entrepreneurs establish new businesses in Canada; develop business and management skills.
at: S.U.C.C.E.S.S.

Institute of Fine Arts and Mixed Media Program

Interdisciplinary course of study designed to give a student a well rounded education in a range of the visual arts.

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Computer Skills

- Adobe Photoshop CC
- Adobe Illustrator CC
- Adobe InDesign CC
- Adobe XD CC
- Adobe Muse CC
- Basic After Effects CC

CMS and Web Builders

- Word Press
- DIVI for Word Press
- Squarespace
- Shopify
- Wix

Computer Languages

- HTML
- CSS 3

Work Skills

- Problem solving: I have the ability to find elegant solutions for complex digital and marketing campaigns.
- Advanced communication: I can clearly articulate the process, approach, and impact of my design in verbal and visual presentations.
- Global thinker: I have a thorough understanding of the branding, design, development and marketing processes. I am constantly curious and want to learn more on what makes a business successful.
- Loving, honest and kind: My internal drive comes from the love and passion I have to see people grow and succeed in life. Making someone's vision come true is my highest reward.

Languages

- English
- Spanish