

# ALEXANDRA FLORESMEYER

## ART DIRECTION + DESIGN

alexandrafloresmeyer.com

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## EXPERIENCE

**TBWA/CHIAT/DAY** - New York City, NY

**Associate Designer** | March 2019 - Present

- Work with the New Business team to create custom pitch decks.
- Concept for design team's proactive ideas.

**TBWA/CHIAT/DAY** - New York City, NY

**Art Direction Intern** | Oct. 2018 - Dec. 2018

- Worked with creative teams on campaign ideas for Michelin, McDonalds, and Nissan.

**DDB** - Berlin, Germany

**Art Direction Intern** | July 2018 - Sept. 2018

- Worked with creative teams on two fully integrated campaigns and a global pitch for Volkswagen.

**LIVEANSWER, INC.** - Miami, FL

**Jr. Product Designer** | July 2015 - Nov. 2016

- Developed app's UI style guidelines.
- Designed for new app features.
- Worked alongside developers to oversee quality assurance throughout the platform.

**REPÚBLICA LLC** - Miami, FL

**Creative Intern** | June 2014 - Nov. 2014

- Worked with creative teams on graphic design jobs, photo research, building presentation decks, and Spanish-English translations.

**CREA7IVE DIGITAL MKTG.** - Miami, FL

**Graphic Designer** | April 2013 - Oct. 2014

- Social media: created content guidelines, campaigns, schedules, copy, and design for various clients' social media accounts.

## EDUCATION

**MIAMI AD SCHOOL** - Miami / Hamburg / Berlin / NYC

**Art Direction** | 2016 - 2018

**FLORIDA INTL. UNIVERSITY** - Miami

**BA Communications - Advertising**

**Art History Minor** | 2010 - 2014

**UNIVERSITY OF VALENCIA** - Valencia, Spain

**Intl. Exchange Program** | Jan. 2012 - June 2012

## AWARDS & RECOGNITIONS

2019 **Graphis New Talent - Silver**

2019 **Graphis New Talent - Honorable Mention**

2018 **Adobe Design Awards - Semifinalist**

2018 **Applied Arts Magazine - Featured Work**

2018 **Beefeater Red Gallery - Featured Artist**

2018 **Creativity Intl. Awards - Silver and Bronze**

2018 **Graphis New Talent - Merit**

## SKILLS & TOOLS

**Adobe CC, Advertising, Bilingual** (English and Spanish), **Graphic Design, Hand Lettering, Illustration, Keynote, Sketch App, UI/UX, Video Editing**

## ACTIVITIES

**WE/CODE WOMEN'S WEEKEND**

**Featured Speaker** | Aug. 2016

**TOASTMASTERS**

**Active Member** | Oct. 2015 - Aug. 2016