

Connor Hawk Alexander

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An established graphic designer with a background in studio art and communications. Excels in fast-paced environments that promote engagement and teamwork. Experience developing brand suites and engaging, communicative visuals.

Experience

Designer

Miller Maxfield, Inc. — Santa Cruz, CA

May 2022 - Present

- Designed print and digital graphics for government, nonprofit, and private sector clients.
- Managed and designed websites for clients using a variety of web management systems.
- Worked with local successful political campaigns and initiatives, creating outreach materials.
- Animated graphics and diagrams to advertise and convey complex concepts like seawater intrusion and water processing.

Communications and Web Coordinator

UCSC DSAS — Santa Cruz, CA

Sept. 2020 - May 2022

- Created and managed graphics and communications materials for the Division of Student Affairs and Success including flyers, ads, social media posts, brochures, infographics, and slide presentations.
- Managed office social media accounts.
- Created and redesigned logos for campus divisions and outreach projects.
- Managed and maintained divisional websites, ensuring accessibility and good SEO practices.

Graphic Design and Marketing Assistant

UCSC CARE — Santa Cruz, CA

Sept. 2019 - Sept. 2020

- Generated and planned social media marketing strategy through Instagram and Facebook for student outreach and education.
- Designed flyers, banners, ads, and zines for outreach and inter-office activities.
- Provided upkeep on the office website.

Education

UC Santa Cruz | B.A. Art

2017 - 2021 | 3.8 GPA

Technical Skills

Adobe Creative Suite

- Acrobat
- After Effects
- Illustrator
- Indesign
- Photoshop

Web Systems

- CivicPlus
- EvoGov
- Figma
- HTML
- SiteImprove
- Squarespace
- Wix
- Wordpress

Google Suite

- Docs
- Sheets
- Forms
- Slides
- Calendar

Office 365

- Excel
- Powerpoint
- Word

Operating Systems

- Apple OS
- PC