

Connor Hawk Alexander

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Versatile graphic designer with 6+ years of experience spanning brand identity, print, motion, and digital design across agency, entertainment, healthcare, and public sector environments. Proven ability to manage multiple client accounts and lead creative from concept to delivery. Equally comfortable crafting campaign identities, ADA-compliant digital experiences, and motion graphics.

Experience

Designer

Miller Maxfield, Inc. — Santa Cruz, CA May 2022 - Present

- Deliver end-to-end creative—brand identity, digital campaigns, and print collateral—for a portfolio of 20+ clients across Santa Cruz and the Bay Area.
- Led visual strategy for multiple successful local political campaigns, designing cohesive identities across mailers, social media, and digital ads.
- Collaborate within a lean PR team, managing concurrent projects across healthcare, government, and entertainment while meeting tight deadlines.
- Guided external designers on production workflows, brand consistency, and client presentation best practices.

Communications and Web Coordinator

UCSC DSAS — Santa Cruz, CA Sept. 2020 - May 2022

- Conceptualized and produced brand identity, website, and reservation platform for the Bay Tree Conference Center, delivering a cohesive digital and print system from scratch.
- Partnered with the Disability Resource Center to audit and redesign their website for full ADA/WCAG compliance, improving accessibility for thousands of students.
- Designed social media graphics, event flyers, and digital materials supporting student outreach programs across multiple departments.

Graphic Design and Marketing Assistant

UCSC CARE — Santa Cruz, CA Sept. 2019 - Sept. 2020

- Designed social media graphics, event flyers, and zines to amplify office outreach programs and campus-wide campaigns serving student survivors.
- Developed and launched a refreshed logo and visual identity for the CARE office, establishing a more approachable brand presence.
- Managed ongoing content updates and maintenance for the office website, ensuring accurate and timely information for students.

Education

UC Santa Cruz | B.A. Art
2017 - 2021 | 3.8 GPA

Design Disciplines

- Brand Identity
- Print & Packaging
- Motion Graphics
- UI/UX
- Campaign Design
- ADA/WCAG Compliance

Software

- Illustrator
- Photoshop
- InDesign
- After Effects
- Premiere Pro
- Figma
- Wordpress

Strengths

- Multi-client Project Management
- Creative Direction
- Visual Storytelling