

Connor Hawk Alexander

ConnorHAlex@gmail.com | (916) 798-1512 | www.hawkart.net



Versatile senior 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

Senior Designer

Miller Maxfield, Inc. — Santa Cruz, CA

May 2022 - Present

- Delivers end-to-end creative—brand identity, digital campaigns, and print collateral—for a portfolio of 20+ clients across the CA Central Coast and Bay Area.
- Leads visual strategy for multiple successful political campaigns, designing cohesive identities across mailers, social media and digital ads.
- Collaborates within a lean PR team, managing concurrent projects across healthcare, government, and entertainment while meeting tight deadlines.
- Manages contractors and vendors on production, guides consistency and 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 Strategy
- ADA/WCAG Compliance

Software

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

Strengths

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