

# Alexis Beas

Designer Los Angeles, CA

alexisbeas.com

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## Experience **Infinity Creative Agency (ICA) Graphic Designer**

November 2021 – present

- Produce celebrity / influencer and editorial placements daily for ICA brands and generate monthly reports to help assess the agency's marketing success rate.
- Executing general graphics and special design projects for ICA brands.
- Assist in the design of ICA strategy and pitch presentations

## **CenterRock Advertising Design Lead**

August 2018 – October 2021

- Designed and oversaw the production of client websites utilizing international development teams' assistance in the execution of websites based on finalized mockups.
- Created monthly assets (social graphics, display ads, sliders, email campaigns, print deliverables, etc.) for clients through cross-platform advertising in accordance with brand guidelines.
- Conceptualized brand and identity for new / existing clients.
- Collaborated with Digital and Creative Directors to produce innovative marketing products and solutions for clients and the agency.

## **University of Southern California Graphic Designer**

September 2017 – May 2018

- Created / updated University assets requested by the University, adhering to school brand guidelines.
- Maintained upkeep of the University's website instructed by Department heads.
- Prepared and designed emails for University output.

## **Weldon William's & Lick, Inc. Graphic Designer**

May - September 2015 - 2017

- Created / updated sporting event season tickets, season booklets, and parking pass designs and prepared them for print production.
- Assisted with general creative projects for internal distribution.

## Education **Bachelor of Arts in Graphic Design University of Southern California**

August 2015 - May 2018

## Programs

Adobe Creative Suite (Indesign, Illustrator, Photoshop, and XD)  
Asana  
Bannersnack  
Beepro  
FTP (Filezilla, Cyberduck, CPanel)  
Final Cut Pro X  
Figma

Google Suite  
Google Web Designer  
iMovie  
InShot  
InVision  
Keynote  
Microsoft Office  
Slack  
Sketch

Social Media Platforms (Facebook, Instagram, Snapchat, TikTok, Tumblr, and Twitter)  
Text Editors (Sublime, Visual Code Studio, and Atom)  
Website Editors (Ionos, GoDaddy, Squarespace, Weebly, Wix, and Wordpress)

## Professional Skills

Branding  
Concept Development  
International Communication  
HTML / CSS  
Project Management

Backend Site Maintenance  
Photography  
Photo Editing  
Video Editing  
Visual Design

UI / UX Design  
Web Hosting Management  
Web Design  
Wireframing