

alexander fitch

senior graphic designer // art director

contact

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about me

As a senior graphic designer and art director of limitless passion, I am committed to seeing everything I touch reach its full potential. I strive to use my professional experience to cultivate meaningful and positive relationships with colleagues and stakeholders to create memorable work, visceral campaigns, and to ensure all are meeting their goals and helping the organization grow and thrive.

education

California State University, Long Beach
Bachelor of Fine Arts, Graphic Design
May 2012, Magna Cum Laude

tools & skills

Adobe Creative Cloud:
Photoshop
Illustrator
InDesign
Premiere Pro
After Effects
Lightroom
XD

Art direction
Advertising
Branding
Print graphics
Motion graphics
Packaging design
Email design
Content Creation
Video editing
DSLR photography/retouching
Visual design
Web design
WordPress/Elementor
Figma
InVision
Presentation design
Google Slides
PowerPoint
Keynote
Presentations and pitches
User experience (UX) design

experience

Dunn-Edwards Corporation

Contract Art Director, Photographer, Graphic Designer (November 2019–Present)

- Create graphics and photography for product packaging, collateral, environmental/retail graphics, social media, and web applications to support Marketing and New Business Development teams
- Established brand guidelines and designs for new Dunn's Paints and DURA sub-brands
- Designed packaging, identity, and social media graphics for said newly-established sub-brands

Santa Ana College, Rancho Santiago Community College District

Adjunct Instructor, Digital Media Arts (August 2019–Present)

- Instruct classes in graphic design, including both software-specific and theory-based classes
- Mentor students and provide guidance for their personal, professional, and academic efforts
- Assist with program, curriculum, OER, and new course development
- Earned @ONE Online Teaching and Design certificate to teach effective and accessible online courses

Alex Fitch Design

Freelance Graphic Designer, Photographer, Art Director (January 2015–Present)

- Create graphic, branding, print, and motion design for clients and collaborators
- Work with both in-house and agency teams
- Clients include and have included Commune Communication, C.URL Digital, Vitamin A Swimwear, Brighton Collectibles, APLA Health, AIDS Walk LA, Long Beach Transit, City of Long Beach, and Community Preservation Partners

California State University, Long Beach

Adjunct Instructor, Graphic Design (August 2017–December 2020)

- Instructed ART 331: Introduction to Advertising Concept Development in which students are introduced to crafting original and effective advertising concepts, methods, and creative thinking
- Provided guidance and critique for students applying to the BFA Graphic Design program

Sonance (Dana Innovations)

Senior UX & Graphic Designer (July 2018–March 2019)

- Created digital and motion graphics for targeted campaigns across web and social media
- Designed email and landing pages aiming to increase user engagement and conversions
- Designed collateral and environmental graphics for trade shows
- Used InVision to design and prototype apps and integrations for demos and proof of concept

Cypress College, North Orange County Community College District

Adjunct Instructor, Media Arts Design (January 2015–May 2018)

- Instructed classes in Graphic Design, Adobe Illustrator, and Adobe Photoshop
- Assisted with the development of new courses and improvements to existing programs
- Artistically directed and mentored students with design work, education, and personal matters

Resolve Systems

Digital Designer, Contract (June 2017–October 2017)

- Applied new graphic standards and art direction to print collateral, digital, and web graphics
- Designed email and landing pages to generate new sales leads
- Designed presentations and templates for Sales team members, balancing powerful visuals with complex concepts

BEHR Paint Company

Media Specialist & Graphic Designer (May 2013–August 2016)

- Designed graphics for the Behr and Kilz brands, including print, product packaging, retail/point-of-purchase, PR, social media, web, and HR/internal endeavors
- Planned, staged, and executed photo and video shoots including retouching, editing, and post-production
- Shot/edited video and designed motion graphics for sales, training, and product demo projects

Speedo USA

Junior Graphic Designer (February 2013–May 2013)

- Created graphics and layouts for catalogs, retail/point-of-purchase displays, product packaging, and social media
- Designed PR/press kits for Team Speedo's sponsored Olympic athletes
- Gathered B-roll footage and assisted with large-scale athlete and product photo shoots