



518-813-8837

- DESIGNER
- ARTIST
- INNOVATOR



alexapettitdesigns@gmail.com



www.alexapettit.com



## EXPERIENCE

### GT'S LIVING FOODS (SYNERGY KOMBUCHA & MORE) SENIOR GRAPHIC DESIGNER Mar. 2022 - Present (Los Angeles, CA)

I specialize in creating brand worlds, designing site experiences, creating new labels, and leading the key visual designs for all of our brand campaigns. My secondary focuses include: designing in-store POS materials, misc. packaging projects, and other related design items for GT's core brands.

### MCTAVISH BRANDS (101 CIDER HOUSE & PULP CULTURE) SENIOR GRAPHIC DESIGNER Oct. 2020 - March 2022 (Los Angeles, CA)

As the head designer for both 101 and Pulp Culture, I designed all of the creative needs. I crafted print assets, digital designs, social posts, & packaging projects. I created numerous labels for 101 and major packaging and brand projects for Pulp Culture.

### VINEYARD VINES DIGITAL DESIGNER June 2019 - Sept. 2020 (Stamford, CT)

My primary focus was in the Men's Dept. creating email campaigns. I also designed social ads and special promotions for all sides of the business. Eventually, I became the sole designer making the key visuals for all of our sales, both in-store and online.

### PROTECTIVE INDUSTRIAL PRODUCTS GRAPHIC DESIGNER July 2018 - June 2019 (Latham, NY)

In this position, I designed a variety of materials, including posters, banners, spec sheets, and flyers.

### XOLOGY & CRUCPG LEAD GRAPHIC DESIGNER Nov. 2017 - May 2018 (Carlsbad, CA)

**XOLOGY:** For this brand, I created all of the digital and print assets. This included emails, social ads, fliers, banners, and packaging projects.

**CRUCPG:** My main duty involved constructing web designs for clients in need of website revamps, and I consistently produced 1-2 wireframes per week.

### DOGZENERGY ASSISTANT MANAGER/DESIGNER July 2017 - November 2017 (La Jolla, CA)

I managed employee calendars, phones, & logs. On the side, I created fliers and social ads for the company.

### NYS DEPARTMENT OF LABOR GRAPHIC DESIGN INTERNSHIP June 2016 - Aug. 2016 (Albany, NY)

During my internship, I updated the branding for the New York State Department of Labor, which involved refreshing spec sheets and various print assets.

## EDUCATION

SAN DIEGO STATE UNIVERSITY  
August 2013 - May 2017, San Diego, CA  
Bachelor's Degree in Graphic Design

## REFERENCES

\*Available upon request\*

## DESIGN SKILLS

Digital Design  
Packaging Design  
Branding + Strategy  
Art Direction + Organization  
Photography + Editing  
Illustration

## PROGRAMS

**ADOBE CREATIVE CLOUD:**  
Extensive experience in graphic design, photo editing, illustration, and more using industry-standard software.

- Photoshop, Illustrator, InDesign, Bridge, Lightroom, Dimension

**COLLABORATION TOOLS:**  
Skilled in remote communication, task management, and team collaboration for seamless project execution.

- Teams, Miro, Asana, Monday, Slack

## INTERESTS

Distance Running  
Wildlife Photography  
Hiking + Camping  
Painting + Drawing

## ACHIEVEMENTS

MUSE AWARD GOLD WINNER:  
"Feel The Synergy" Music Campaign

GT'S CULTURE CLUB 360 DESIGN:  
The First Ever Rewards Program for GT's