Alex Treadwell Visual/Graphic Designer

DETAILS
www.alextreadwell.com
912.282.9096
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SKILLS
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Figma
UX/UI
Design Strategy
Brand Design
HTML
MS Office Suite

ABOUT ME
Graphic designer by profession, possessing experience in project management as well as customer relationship management. I combine creative and technical skills to integrate powerful design with business productivity to deliver positive results. My goal is to pursue new opportunities that will advance my career, improve my skills, and build stronger relationships by delivering data-driven marketing solutions thereby exceeding client and organizational expectations.

WORK EXPERIENCE

Local Marketing Inc, Atlanta, GA — Senior Graphic Designer
Mar 2020 - Aug 2023
• Maintained quality ratings sustaining above 96% client acceptance rate
• Collaborated with cross-functional teams to brainstorm design concepts, enhance overall performance, and include feedback for refining final projects.
• Developed marketing materials, including advertising campaigns, brochures, and email marketing spanning all major auto brands resulting in improved customer engagement
• Managed tasks and project assignment distribution in the creative department
• Improved social media campaigns landing rate by 89%
• Implemented quality control measures to ensure that creative output follows the original equipment manufacturer brand guidelines

Enviroscent, Sandy Springs, GA — Graphic Designer
Aug 2018 - Feb 2020
• Designed internal branding and communication materials for multi-department utilization
• Collaborated with cross-functional teams to determine upcoming marketing strategies and preparation
• Developed assets for four distinct brands, increasing engagement and sales across various channels including customer relationship management, loyalty reward program, social incentives, and retail.
• Created in-aisle displays and product packages to meet space and assortment requirements across thousands of retail locations.

The Milner Group, Lawrenceville, GA — Freelance Graphic Designer
Jan 2020 - Feb 2021
• Executed redesign of resources for insurance advisors such as health questionnaires, application forms underwriting guides, and marketing ads
• Developed innovative assessment guides for the company client acquisition program, instrumental in driving business growth

Independent Graphic Design, Atlanta, GA — Freelance Graphic Designer
2019 - Present
• Successfully managed and executed diverse design projects for clients across various industries.
• Developed a solid portfolio showcasing a range of projects and creative skills in digital, print, and logo design
• Demonstrated a strong ability to work independently, ensuring timely delivery of high-quality design solutions.

EDUCATION

University of Georgia — Bachelor of Arts in Graphic Design
Aug 2013 - Dec 2017

Coursera — Google Certified UX Design
Dec 2023 - Present