



PROFILE

I am **Alex V Kern**, an out-of-the-box designer on a mission to improve life & communication through art & design, one color pixel at a time.

I develop brand systems, logos, documents, packagings, illustrations + imagery, and web designs. Striking a balance between eye-catching art and functional design while remaining true to my client's needs is my professional mission.

COLLEGE

Bachelor of Fine Arts in Graphic Design — 2010

Rochester Institute of Technology — Rochester, NY

Web Design Certificate — 2014

Minneapolis Community & Technical College — Minneapolis, MN

SKILLS

6 years of experience in the design industry utilizing art software to create unique and eye-catching graphics in a variety of products for my clients. I develop brand systems, logos, documents, illustrations & imagery, packagings, and web designs. Most of my projects are created from scratch, starting with the client's desires as a foundation, which then shapes my design into the products of their dreams.

Hardware

Mac OS X

Software

Adobe Creative Cloud (*Illustrator, InDesign, Photoshop*)
WordPress & Dreamweaver (*HTML & CSS*)
Microsoft Office

EXPERIENCE (pt. 1)

Jellyfeet

Graphic Artist

12/2015 – *Present*

(Remote)

- Responsible for complete rebranding of its business and collaterals
- Designed new logo utilizing Jellyfeet's foot health pledge in collaborative efforts
- Developed online website and shop at www.jellyfeet.com utilizing WordPress
- Created and refined new retail packagings for Jellyfeet™ footwear for shipping
- Execute photography and digital manipulation of photos for collaterals

HotLine Products

Prepress/Graphic Technician

9/2016 – 2/2021

St. Paul, MN

- Reviewed and prepared advertising to fulfill client's calendar orders
- Developed new calendars for HotLine Products' yearly catalogue
- Designed new custom calendars for clients using existing templates
- Helped proofread all calendars to ensure quality and accuracy

Stribbons

Packagings Designer

6/2017 – 10/2017

(Remote)

- Developed unique packagings for small and big-branded clients nationwide
- Applied clients' technical specifications and artwork into functional packagings
- Ensured precise measurement, structure, and quality in all packagings
- Created new line of packagings samples to be used in trade-show expo

Diedrich RPM

Freelance Graphic Artist

3/2017 – 5/2017

Burnsville, MN

- Assisted with production work on print and digital advertisements and projects
- Produced full 60-pages catalogs for client in medical industry
- Develop web page mock-ups to visualize client's new branding interface



EXPERIENCE (pt. 2)

Shopperworks

Studio Artist

8/2015 – 9/2015

Minneapolis, MN

- Did production work on print and web ads for large cereal manufacturer client
- Produced collaterals and assets that strictly adhered to their style guideline
- Assisted other designers with projects to boost productivity and meet deadlines

Shapco Printing, Inc.

Graphic Designer

9/2013 – 9/2014

Minneapolis, MN

- Prepared art files by client for print purchase orders
- Helped updating Shapco's annual calendar design
- Assisted with development of product designs for its online store

Bellagala

Graphic Design Intern

6/2013 – 3/2014

St. Paul, MN

- Designed promotional materials for Bellagala's wedding planning service
- Projects included developing postcards and flyers detailing different services
- Created consistent layout and hierarchy for over 70 event site spotlight booklets

St. Paul Stamp Works, Inc.

Graphic Designer

8/2012 – 4/2013

St. Paul, MN

- Create artworks for plate and stamp purchase orders
- Prepared files for die-cutting and laser process
- Rebranded company's yearly municipal catalog
- Developed and inspected photosensitive plates for medical device client

ELEVEN Design Co.

Graphic Designer

7/2010–8/2010

Minneapolis, MN

- Performed production work on print ads for luxury boat manufacturer client
- Projects included developing magazine ad and catalog pages for other clients
- Helped polish and finish projects for other designers to boost staff productivity

Freelance

Graphic/Production Designer

Minneapolis, MN

- Created and developed various marketing materials for clients
- Main clients including L.E.A.F., Klun Law Firm, Ely MN, and Kingfield Neighborhood
- Accomplishments include successful rebranding of Klun Law Firm

HONORS & AWARDS

2019 USTA Sectional Championships Shirt Design Contest

USTA Northern Section – Winner

Designed a winning entry for a contest hosted by tennis organization. Entry was produced as t-shirt for 18 & Over Group at Northern Sectional Tournament.

GO Fest '15 Poster Design Contest

GO 96.3 Radio – Top 5 Finalist

Designed a poster selected as one of Top 5 Finalists for 1st Annual GO Fest '15.

"More Ways To Be You" Watch Design Contest

Mall of America – Adult Category Winner

Designed a winning entry for Mall of America's "More Ways To Be You" contest and promotion. Entry was displayed on 2 billboards in the Twin Cities Metro area.

MEMBERSHIP

AIGA | The Professional Association for Design – Minnesota Chapter