
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, packaging, 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**

Rochester Institute of Technology
Rochester, New York
2010

Web Design Certificate

Minneapolis Community & Technical College
Minneapolis, Minnesota
2014

SKILLS

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

Hardware

Mac OS X

Software

Adobe Creative Suite CC & Microsoft Office
WordPress
HTML & CSS

EXPERIENCE (pt. 1)**HotLine Products**

Prepress/Graphic Technician
9/16 – *Present* (3 phases)
St. Paul, MN

As a part-time employee, I review and prepare advertisements for company's promotional calendar and develop custom calendars using their templates. I also helped updating calendar templates as well as doing extensive touch-ups on monthly photos to improve calendar's appearance and marketability.

Stribbons

Packaging Designer
6/2017 – 10/2017
Minneapolis, MN (offsite)

Designed packaging and artwork to be produced and shipped for small and big-brand clients nationwide. Also helped with prepress work for developing dielines and preparing specifications for production by third-party printer to ship flat or constructed packaging.

Diedrich RPM

Freelance Graphic Artist
3/2017 – 5/2017
Burnsville, MN

As a short-term contract employee at Diedrich RPM marketing agency, I assisted with production work on print and web advertisements for big-name clients while designing within their brand style guides. I also helped designing print collaterals and catalogs for their clients.

Jellyfeet

Graphic Artist
12/2015 – *Present*
Edina, MN

Designed marketing and promotional material projects for local start-up company, Jellyfeet. I am also responsible for Jellyfeet's rebranding development efforts, producing images for social media campaigns, designing business collaterals, and developing new website utilizing WordPress: jellyfeet.com

EXPERIENCE (pt. 2)**Shopperworks**

*Studio Artist
8/2015 – 9/2015
Minneapolis, MN*

As a short-term contract employee at Shopperworks (through Geometry Global), I did production work on print and web advertisements for big-name clients while strictly adhering to their brand style guides. I assisted other designers with finishing their projects to boost staff productivity and meet deadlines.

Shapco Printing, Inc.

*Graphic Designer
9/2013 – 9/2014
Minneapolis, MN*

As a full-time employee, I worked on graphic design projects and prepared files for print purchase orders. Projects included updating Shapco's calendar design, creating holiday product concepts, producing marketing materials, and assisting with development of the online store.

Bellagala

*Graphic Design Intern
6/2013 – 3/2014
St. Paul, MN*

As an intern, I worked on various marketing and promotional material projects for Bellagala's wedding service. Projects included redesigning CD cover, developing postcards and flyers detailing different services, and creating several spotlights for Twin Cities' event sites while strictly adhering to Bellagala's brand.

St. Paul Stamp Works, Inc.

*Graphic Designer
8/2012 – 4/2013
St. Paul, MN*

As a part-time employee, I worked on graphic design projects and created artworks for plate and stamp purchase orders. I established a new design system along with the redesign & restructure of SPSW's Municipal Catalog. Also performed tasks as followed: proofread other designers' works, develop photosensitive products, print large negative film, create files for die-cutting and laser, and other miscellaneous tasks as assigned.

ELEVEN Design Co.

*Graphic Designer
7/2010–8/2010
Minneapolis, MN*

As a short-term contract employee, I worked on graphic design projects, assisted other designers with their projects, and did miscellaneous tasks as assigned. I helped finish up many design projects to boost staff productivity.

Freelance

*Graphic/Production Designer
Minneapolis, MN*

Create and develop marketing materials for clients, such as: brand identities, flyers, business cards, illustrations, gift certificates, survey sheets, and more. Main clients including Klun Law Firm, Ely MN, Kingfield Neighborhood, and Sober Saviors. Accomplishments include successful rebranding of Klun Law Firm.

HONORS & AWARDS**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