

# ALEXANDRA J. RUBIN

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## EDUCATION

**RHODE ISLAND SCHOOL OF DESIGN** | RISD | PROVIDENCE, RI 2005 - 2008

Bachelor of Fine Arts in Graphic Design, February 2008

Summer Studies, 2005

**FLORIDA ATLANTIC UNIVERSITY** | FAU | BOCA RATON, FL 2004 - 2005

Liberal arts courses and Foundation Studies

## EXPERIENCE

**BEARDWOOD&CO** | NEW YORK, NY 2008 - present

Graphic Designer focusing on branding and package design.

**FREELANCE GRAPHIC DESIGNER** | 2008 - present

Sole Proprietorship; Design work includes print and interactive media.

**L'OREAL USA | KÉRASTASE** | NEW YORK, NY 2008 (freelance)

Interactive Marketing Assistant

Collaborate with Director and Manager of Interactive Marketing by providing fresh design mock-ups for the Kérastase website and weekly email. Other duties include running a daily sales report, managing the product catalog, and calculating email statistics inclusive of content and design.

**GRAPHIC DESIGN DEPARTMENT** | RISD | PROVIDENCE, RI 2008

Teachers Assistant for Design for Publishing

Assist in the layout and design of students projects. Teach students the basics of learning Adobe InDesign, as well as typography and book binding.

**THE RISD MUSEUM** | PROVIDENCE, RI 2006 - 2008

Graphic Design Assistant and Museum Membership Assistant

Organized mailings and performed data entry using Microsoft Excel. Design work involves invitation layout and providing excellent craftsmanship in creating signs for new exhibitions.

**NASA** | CAPE CANAVERAL, FL 2007

Graphic Design + Exhibit Design Internship at NASA Kennedy Space Center

Provided concepts for exhibits. Worked on multiple design projects, both internal and external for NASA Kennedy Space Center.

## SKILLS

### GRAPHIC DESIGN

A designer with an extensive knowledge of typography and design (posters, books, packaging, identity design, instillation, and motion). Excellent craftsmanship with ability to book bind (wiro, perfect bind, accordian, staple stitch, tape bind).

Macintosh and PC: Proficient in CS2 and CS3 Adobe Photoshop, Illustrator, InDesign, KeyNote, Microsoft Word, Powerpoint, and Excel. Knowledgeable in Adobe Dreamweaver, Flash, and After Effects CS3. An illustrator with a loose and expressive style, as well as technical drawing capabilities. Professional training in acrylic painting, figure drawing, mixed media collage, instillation, and digital photography.

## RECOGNITION

**NASA** | KENNEDY SPACE CENTER + JOHNSON SPACE CENTER 2007

Illustrations of the STS 118 crew were presented to the astronaut crew at KSC in Cape Canaveral, Florida. Certificate of Appreciation for contributing design concepts to the NASA Human Integration Design Handbook at JSC in Houston, Texas.

**DESIGN CENTER GALLERY** | RISD | PROVIDENCE, RI 2005

Work throughout the class was chosen by all professors in the department.

**ARTIFICIAL REEF** | SPANISH RIVER HIGH SCHOOL BOCA RATON, FL 2003

Artificial reef design is chosen from the class by marine biologists in South Florida.

The reef was deployed in May 2003 and was shown on the local news station.