



ALEXANDRA LEIA P V

**Web & Digital Designer**

6158 220th St Oakland Gardens, NY 11364  
aleia.perezvalverde@gmail.com  
347.409.1553  
alexandraleia.com  
linkedin.com/in/alexandraperezvalverde/

**EDUCATION**

**BERNARD M. BARUCH COLLEGE** Jun 2016, NY  
B.A Graphic Communication + Minor in New Media  
GPA 3.2

**CERTIFICATIONS**

**UNIVERSITY OF MICHIGAN** March 2022, NY  
Introduction to CSS3

**UNIVERSITY OF MICHIGAN** Jan 2022, NY  
Programing with HTML5

**DESIGN LAB** May 2020, NY  
Certified User Interface Design

**GENERAL ASSEMBLY** March 2020, NY  
Certified User Experience Design

**SPECIALTIES**

Front-end Web Design | UI Design | Typography  
Product Design | UX Skills | HTML Email Design  
Responsive Layout Design

**PLATFORMS**

Adobe XD | Figma | Indesign | Illustrator  
Photoshop | Dreamweaver | Lightroom |  
Bizzabo | Sketch | Invision | Elementor |  
Brakes | Microsoft Word | Excel | Powerpoint  
Asana | Wrike | Slack | Active Campaign

**LANGUAGES**

Native in Spanish | Fluent in English

**INTERESTS**

Muay Thai | Soccer | Working out | Concerts  
Marvel & DC | Cars

**EXPERIENCE**

**SENIOR VISUAL DESIGNER, DIGITAL PRODUCTS**

Information Security Media Group ISMG April 2021 - Present

Design website and web page layouts implementing UI/UX best practices.  
Create brand guidelines to follow consistency for all print and digital requests.  
Create and communicates ideas using user flows, site maps, and wireframes.  
Creates prototype for testing and review before development.  
Ovesee and work with the web team for design updates or changes on staging.  
Manage Web Development team to execute functionalities and features.  
Code and design live event digital assets for the Bizzabo live platform.  
Conduct event testing for performance interaction via heatmapping.  
Update corporate websites through WordPress/ Elementor and custom CMS.  
Lead projects from concept to implementation to the final product.  
Oversee social media campaigns themes visuals with brand guidelines.  
Communicate with clients and teams for requests, project ideas, or design reviews.

**WEB DESIGNER IN DIGITAL MARKETING**

APS Marketing Group July 2020 - April 2021

Manage branding for four accounts; SkinMD, RHHC, Fujima, Prestige.  
Design web responsive layout implementing UI/UX best practices.  
Work with digital team to improve website performance and appearance.  
Design targeted landing pages that increased web traffic by 10%.  
Design monthly campaigns email, flier, and web that increase consultations by 70%.  
Increased email open rate by 2% designing on Active Campaign.  
Create web and print style guide; fonts, colors, assets, elements, etc.  
Communicates ideas using user flows, site maps, and wireframes.  
Manage Web Development team to execute functionalities and features.  
Creates prototype on Adobe XD for testing and review before development.  
Review with the web team for design updates or changes on staging.  
Work with Project Managers on all requests and deadline schedules.  
Plan, schedule and discuss project deadlines using the Wrike platform.  
Maintain front-end WordPress websites with Elementor and Wp Bakery.  
Design social media campaigns themes visuals with brand guidelines.  
Communicate with clients for requests, project ideas, or design reviews.  
Oversees consistency in design for all print and digital requests.

**GRAPHIC DESIGNER IN MARKETING TEAM**

Eurovet Americas | Comexposium June 2017 - January 2020

Designed branding for five shows yearly; CURVE: NY, LV, and Interfiliere.  
Oversees art direction for all design before, during, and after the shows.  
Improved and design HTML email that increased a 30% click-through rate.  
Designed all print material; banners, fliers, backgrounds, bags, etc.  
Designed all digital assets; web banners, signatures, advertisements, etc.  
Organized campaign design schedule via Asana for design deadlines.  
Worked on multiple projects while delivering different deadline dates.  
Maintained design brand consistency for social media and web campaigns.  
Updated seasons WordPress website with over 300+ brands per season.  
Designed seasons printed directory book with over 100 pages in a week.  
Created presentation templates for the sales, operation, and buyers teams.  
Perform photoshoots for Instagram sale exposure that increase 10% sales  
Coordinated with vendors for print, cost, shipment, and promotion ideas.  
Published a 50 page magazine in a month increasing 5% customer sales.  
Supervised and guided marketing interns before, during, and after shows.  
Worked with Paris offices to show branding consistency on all platforms.  
Worked with Paris marketing team to create the concept lounge section.  
Improved CURVE's app transition layout implementing UI best practices.

**PROJECT COORDINATOR IN GRAPHIC DESIGNER TEAM**

Lawrence N. Field Center for Entrepreneurship June 2015 - June 2017

**GRAPHIC DESIGNER**

Small Business Development Center September 2014 - June 2017