

ALEJANDRA VIDAL

aka. Alé /ah-le/ noun. A graphic designer & illustrator with a pug obsession.

CALL ME

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HEY! OVER HERE

It's Alejandra Vidal, Alé for short

An ideal day for Alé includes matcha tea, paranormal/crime podcasts, & eggs sunny side up. She is an avid pug lover but is pugless, can finish a 2 season show in a day while getting her work done. Over all she is a lover of all things design & illustration & is always looking for the next cool thing to draw.

SKILLS/INTEREST

Bilingual (English & Spanish)
Typography | Illustration
Storyboarding | Brand Identity
Advertising Campaigns

SOFTWARE

Photoshop CC | Illustrator CC
InDesign CC | After Effects CC
Procreate | Affinity

EDUCATION

BFA: GRAPHIC DESIGN INTERACTIVE ADVERTISING

Robert Busch School of Design
Michael Graves College Kean University
Class of 2019
Deans List 2018–Present

AFA: FINE ARTS

Hudson Community College
Class of 2017

WORK EXPERIENCE

ASSISTANT DESIGNER

*Pets First, Elizabeth NJ
June 2018 – October 2018*

- Designed pet clothing & toys
- Product Photography
- Photo retouching
- Files & photos
- Attended design meetings

FREELANCE GRAPHIC DESIGN

*Ale Vidal Designs
Janurary 2018 – Present*

- Create logos
- Develop brand identity
- Product photography
- Photo Retouching

MANAGER

*Extra Space Storage
March 2017 – December 2017*

- Managed team development and conflict resolution

EXTRA

Thinking Creatively Conference
Attendee
2017–2019

Lets Charrette
2017–2019

