ALEX LEVY

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EXPERIENCE

IBM, May 2023 – August 2023, Chicago, IL
Designer Intern
- Organized team of designers, developers, and data scientists for an AI financial advisor project for internal hackathon, working with designers on the user interface using Figma
- Facilitated design thinking workshop alongside other interns using Mural to help 14 designers develop and take ownership of initiatives
- Taught design team how to use Figma and IBM's design system

Optimal Assessment, January 2023 – Present, Syracuse, NY
UX Designer
- Designed a minimum viable product of an educational technology platform to assist professors in planning courses for diverse learning styles
- Won first place and $4000 in business pitch competition alongside partner
- Created a user interface and a design system for a minimum viable product using Figma
- Conducted user research through interviews, surveys, usability testing, and secondary research

Innovate Orange, September 2022 – Present, Syracuse, NY
Designer
- Created new brand for a hackathon with new wordmark, posters, and social media posts
- Revitalized inactive Instagram account by designing posts to build excitement, grow brand presence, and communicate event information, resulting in a 4.5% increase in followers
- Designed and coded new website using Figma, HTML, and CSS for upcoming hackathon

TNH Student Advertising Agency, February 2023 – May 2023, Syracuse, NY
Associate Creative Director
- Led a team of four creatives in creating an advertising campaign for a restaurant and won best copywriting out of all the accounts
- Ensured consistent branding and quality across deliverables by giving actionable design feedback to creative team
- Designed a series of social media posts for the client using Adobe Illustrator

SKILLS

UI and UX Design: Figma, FigJam Adobe XD, Mural
Graphic Design: Adobe Creative Cloud, Adobe Photoshop, Adobe Illustrator, Adobe InDesign
Motion Design, Video, and 3D: Adobe After Effects, Adobe Premiere Pro, Blender
Web Development: HTML, CSS
Productivity: Microsoft Office Suite, Word, Excel, PowerPoint

EDUCATION

S.I. Newhouse School of Public Communications, Syracuse University
Bachelor of Science: Graphic Design, May 2025
Minor: Information Management and Technology
GPA 3.9 | Dean's List