

# Alexander Valerio

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## Profile:

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Bilingual Communication Design/Graphic Design graduate from CSUN with hands-on production design experience preparing print and digital campaign assets, digital marketing, branding, and visual storytelling. Skilled in creating high-quality digital and print design files, campaign creative, hero imagery, and promotional materials across agency and freelance environments. Proficient in Adobe Creative Suite and Figma, with a strong foundation in layout, typography, print production, photo editing, digital image production, and maintaining brand guidelines. Detail-oriented and collaborative designer with experience managing multiple projects, meeting tight deadlines, and producing accurate, brand-consistent deliverables.

## Experience:

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**IntersectLA - California State University Northridge (Northridge, CA)** *(July, 2025 - May, 2026)*

### *Student Assistant - Graphic Designer*

- Designed and produced digital and printed marketing assets, including promotional materials, books, social media graphics, printed event posters, and presentation decks using Adobe Creative Suite and Figma, while maintaining brand standards, quality, accuracy, and consistency across deliverables.
- Developed brand identities, style guides, and visual systems for client projects, ensuring all creative assets adhered to established brand guidelines and supported marketing objectives through print and digital touchpoints.
- Led brand strategy workshops, helping clients define voice, tone, and visual direction; translated creative direction into effective digital assets aligned with client goals.
- Managed multiple design projects simultaneously, incorporating stakeholder feedback, maintaining organized project files, and consistently meeting tight production deadlines.
- Designed web assets for CSUN's web refresh in Drupal, contributing to UI layout and visual refinement within an established design system.

**LA Tech x BMW Designworks (Santa Monica, CA)**

*(July, 2025 - August, 2025)*

### *Six-week Internship - Innovation Designer*

- Worked as a designer, researcher, and strategist on a digital-first design initiative exploring how sustainable, intelligent systems can reshape Los Angeles' urban infrastructure ahead of 2028.

- Applied human-centered design principles and AI insights to develop visual concepts and strategic frameworks addressing transportation, architecture, and community needs.
- Collaborated cross-functionally with planning and design partners to produce polished deliverables on a fast-paced timeline.

**CSUN Matador Archery Club (Northridge, CA)**

*(May, 2024 - May, 2026)*

***President, Volunteer, Board Member, and Level 3 NTS Coach***

- Drove club growth from 4 to 70+ members through targeted recruiting, social media marketing, and promotional design campaigns.
- Managed a \$28,000+ annual budget, day-to-day operations, scheduling, staffing, safety protocols, and equipment purchasing — demonstrating strong organizational and project management skills.
- Supported training of 16+ certified instructors; managed tournament travel planning and ongoing athlete coaching and mentorship.
- Led a successful fundraising campaign — designed marketing materials and managed outreach — generating thousands of dollars in support.

**LAUSD (HireLA Youth Virtual Internship Program - Los Angeles, CA)**

*(May, 2021 - June, 2021)*

***Student Intern***

- Explored entrepreneurship in Arts, Media & Entertainment; developed a business plan and personal branding campaign through strategic design.

**Skills & Tools:**

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- **Design & Software:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, After Effects), Figma, Markup.io, Drupal
  - **Core Competencies:** Production Design • Branding • Visual Storytelling • Brand Identity • Brand Guidelines • Campaign Design • Digital Image Production • Photo Editing & Retouching • Hero Imagery • Asset Management • Layout • Typography • Visual Hierarchy • Composition • Digital & Print Design • Responsive Design • Design Systems • Quality Control
  - **Productivity:** Microsoft Office (Word, Excel, Outlook, PowerPoint), Social Media Marketing, Sustainable Urban Planning
  - **Soft Skills:** Cross-functional Collaboration • Project Management • Strong Written & Verbal Communication • Detail-Oriented • Critical Thinking • Proactive Problem Solving • Time Management • Organization • Deadline-Driven • Independent & Collaborative

**Education:**

**California State University, Northridge**

*(August 2022 - May 2026)*

***Diploma - Bachelor of Arts in Communications Design / Graphic Design***

**Grover Cleveland Charter High School (Academy of Art and Technology)**

*(June 2022)*

***Diploma***