

ALEXANDRA STEINBERG

designer | dreamer

EXPERIENCE

Watterson Brands

Graphic Designer

Bluffton, SC | April 2023 - Present

- Manage simultaneous project timelines, prioritization, budgets and deliverables from conception to execution ensuring all creative requests remain on schedule
- Generate, develop and maintain cohesive brand identity systems for clients, maximizing consistency, quality and strategic alignment across all touchpoints
- Develop and lead forward-thinking, brand-aligned design solutions for all projects across print, digital, environmental and multimedia formats
- Manage vendor selection, artwork set up, final submissions, and approval processes, maximizing production efficiency and quality
- Collaborate cross-functionally with marketing, operations and other internal departments to produce compelling, creative solutions that align with business strategy and goals
- Design dynamic can and label packaging from concept to production for craft beer and alcoholic spirits, optimizing brand visibility and product sales

Author Evelyn Skye

Social Media Director + Content Creator

Remote | August 2021 - Present

- Manage all aspects of social media marketing including: content strategy, creation, planning and performance management
- Assist with strategy and execution of social media to drive book sales and interest in other products and offerings
- Creative problem solving, strategy and content creation to drive sales

Block & Associates Realty

Graphic Designer / Marketing Coordinator

Cary, NC | June 2020 - June 2021

- Served as project manager for all design projects
- Created professional business proposals, modernized copy and revised layouts of existing print collateral and outdated marketing materials
- Designed a variety of print media including marketing brochures, employee handbook, seminar and event flyers, monthly newsletters and magazine ads
- Designed one page of Block's website for Urban Place Cary

Broadreach

Graphic Designer

Raleigh, NC | October 2019 - March 2020

- Designed company logo, brand products and company swag
- Assisted in copywriting and photo selection across the website
- Developed the brand identity system through selective color, typography, and iconography across media and collateral
- Provided impactful digital marketing content across web and social media

let's get the party started

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EDUCATION

Savannah College of Art & Design

Master of Arts in Graphic Design

2021 - 2023

The College of Charleston

Bachelor of Arts in Studio Art

2015 - 2019

SKILLS

- Human-Centered Design
- Vendor Communication
- Concept Development
- Project Management
- Brand Development
- Creative Leadership
- Brand Positioning
- Content Creation
- Problem Solving
- Public Speaking
- Critical Thinking
- Communication
- Design Integrity
- Product Design
- Packaging
- Layout Design
- Transparency
- Art Direction
- Copywriting
- Typography
- Web Design
- Logo Design
- Storytelling
- Timeliness
- Reliability
- Ideation
- Empathy