

ALEXANDRA PIKEAS

GRAPHIC DESIGNER

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Skills

Branding
Art Direction
Typography
Page layout
Project Management
Basic HTML/CSS

Software

InDesign
Photoshop
Illustrator
Adobe XD
Sketch
InVision
Keynote

Interests

Partnered dance
Marathon running
Travel

Lead Graphic Designer, *Ravinia Festival*, 2013 – present

- Provide creative and art direction for the Communications department with 100+ projects yearly across all media, including print, web, social media, and presentations
- Oversee design, development and production of all print marketing materials

Project highlights:

- Women's Board Gala; creation of annual invitation branding spanning multiple products including invitation package, in-park signage, napkins, and e-blasts
- Redesigned membership appeal to improve legibility and user experience to increase donor conversion by 25%
- Preview Magazine, page layout and ad design, 320,000 distribution

Graphic Designer, *Ravinia Festival*, 2011–2013

- Managed visual style and brand consistency across six departments
- Executed company wide branding refresh
- Created marketing materials including: seasonal campaigns, brochures, event signage, logos, and web and social media graphics
- Designed comprehensive 120+ piece in-park banner and signage campaign

Projects highlight:

- Program Magazine, 10-18,000 nightly distribution June–September
- Season brochure with 500,000+ customer distribution

Junior Graphic Designer, *Ravinia Festival*, 2010–2011

- Translated sketched compositions into full designs
- Implemented copy and design edits to final pieces

Projects highlights: billboards, print advertising, banners, invitations

Graphic Design Intern, *Chicago Human Rhythm Project*, Spring 2010

- Designed marketing and advertising pieces for worldwide distribution
- Direct report to CEO

Marketing Intern, *Flexible Benefit Service Corporation*, Summer 2008

Education, *Dominican University*, summa cum laude
B.A Communications and Graphic Design

