

ALEXANDRA GELLER

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PERSONAL PROFILE

As a passionate problem solver, I value the process of understanding the user, thorough research, user testing and creating beautiful but functional design. I am always excited to learn something new or challenge myself for further growth. Currently working at 3M Design as a Graphic Designer for the Consumer Business Group.

EDUCATION

University of Wisconsin-Stout

B.F.A in Graphic Design and Interactive Media

Minor: Business Administration

Graduation Date: May 2016

WORK EXPERIENCE

3M Design

Graphic Designer - Consumer Business Group

August 2016 - Present

Provide innovative design experiences and visionary brand potential across all divisions. Work includes illustration, pattern design, trend research, UI Design, brand strategy and packaging design.

3M Design

Graphic Design Intern - CBG, Home Care Division

May 2016 - August 2016

Designed a visionary Home Care product shopping experience with the foundational development of an ecommerce cleaning kit. Created trend driven pattern design for Scotch-Brite® Printed Lint.

Memorial Student Center

Graphic Designer, June 2014 - Present

Develop branding identities for events, create posters, digital icons, brochures. Collaborate with a team of student designers to successfully create marketing materials.

SKILLS & INTERESTS

Illustrator

InDesign

Photoshop

HTML + CSS

Dreamweaver

Premiere Pro

Sketch

Flinto

UI Design

UX Research

Environmental Design

Packaging

Branding

Illustration

INTERNATIONAL

Italy, May 2013–June 2013

Photographed scenery, architecture, and candid real-life moments.

Designed a photobook documenting the experience.

Holland & Belgium, July 2015

Worked with professional designers on three workshops. Each of those

workshop pieces will be produced into a publication.

AWARDS

AIGA Minnesota Design Show | The Secret Garden May 2016

AIGA Minnesota Design Show | Stanza May 2016

The Dieline | US-ie: Monopod & Carrier December 2015

Packaging Of The World | US-ie: Monopod & Carrier December 2015

Packaging Of The World | Mission Monarch December 2015

ACUI Conference | Involvement EDGE Branding November 2015

Best Of Design Show | UW-Stout March 2013, January 2016

INVOLVEMENT

Member of AIGA Minnesota 2011 - Present

AIGA Minnesota Ambassador 2016 - Present

AIGA Minnesota Portfolio 1-on-1 Committee Member 2016 - Present

UW-Stout Portfolio Reviewer February 2017

*References available upon request.