

ALEXANDER VAN ERT

GRAPHIC DESIGNER



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@alexvanert



www.alexvanert.com

EDUCATION

University of Wisconsin-Stout | December 2015
Bachelor of Fine Arts in Graphic Design

ABOUT

I'm Alex, a Graphic Designer, Musician, Beer Fanatic, and Coffee Freak. I grew up in St. Paul, MN and have been practicing Graphic Design professionally for three years. I'm an avid guitar player and vocalist and love to travel and explore as much as I can. My recent work has been primarily focused in the digital realm, though I love to screen print and make things with my hands.

DESIGN EXPERIENCE

General Mills | Brand Creative
Minneapolis, MN | June 2016 - Present

Creative for Totino's, Old El Paso, and Cinnamon Toast Crunch Bite brands. Responsible for research, content development, ideation, and production on print and web based projects. Photographer, Videographer, and Illustrator across brands. Responsible for all web, print, and social assets.

Hubbard Broadcasting Inc | Digital Designer
Saint Paul, MN | November 2016 - April 2017

Responsible for Digital Design work internally for various radio stations and with our numerous external clients. Responsible for digital banner ads, emails, website updates, social media content, and occasional print design projects.

Fusion Hill | Junior Designer
Minneapolis, MN | June 2014 - December 2014

Lead designer on all research-design projects. Often assisted senior designers on edits, branding ideations and more on larger client projects. Gained valuable skills in communicating with clients and printers and meeting fast deadlines effectively.

Blue Devil Productions | Art Director
Menomonie, WI | December 2012 - July 2013

Responsible for brainstorming talent and events, developing marketing ideas and designing and producing all event collateral—as a musician this job was a nice way to merge two of my interests.

SKILLS

Detail Oriented

Layout and Typography

Photography and Video

Strong Creative and Design Thinking

Animation

Working with Clients on Research, Design, and Production

Web Design / Working Knowledge of HTML and CSS

WORK EXPERIENCE

Social Media Manager | **Cellarman**

Real Deal Brewing
Menomonie, WI
May 2014 - June 2016

Barista | **Server** | **Head Bartender**

Raw Deal Café
Menomonie, WI
June 2012 - June 2016

Cast Member | **Food Service**

Walt Disney World: Cosmic Rays
Lake Buena Vista, FL
February 2011 - August 2011

PROGRAMS

Illustrator

InDesign

Photoshop

Premier Pro

After Effects

Sketch

Microsoft: Word, PowerPoint, Excel