



ALEX PAOLELLA PHOTOGRAPHER & DESIGNER

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EDUCATION

GRAND VALLEY STATE UNIVERSITY 2013 Grand Rapids, MI

Bachelor of Fine Arts in Studio Art | Graphic Design

EXPERIENCE

BARFLY VENTURES Grand Rapids, MI

Creative Manager July 2014–October 2017

Manage in-house Creative team. Produce high-quality print & digital ads, merchandise design, vinyl, lettering & signage treatments, promotional materials, social media content, design silkscreen bottle art, prepare art for printing, shoot food & event photography for HopCat, Grand Rapids Brewing Company, Stella's Lounge & The Waldron Public House.

AP MAKES LLC Design & Photography

Owner, Photographer & Designer 2005–Present

Inspired by DIY silkscreen, point-and-shoot, MySpace culture of the local scene in Metro Detroit where I grew up, photography and design for print and digital media are foundational to my practice. Wedding photography experience in Michigan and Florida.

FRED MEIJER CENTER FOR WRITING

Writing Consultant August 2010–December 2013

Idea excavator. Worked with undergrad and graduate students to brainstorm ideas, organize content, integrate research, polish a draft, & document source material. 591 total consultations.

UNIVERSITY PROMOTIONS OFFICE

Graphic Designer April 2012–January 2013

Provided large-format poster designs, merchandise design, & promotional materials for a variety of on-campus projects and events.

GRAND VALLEY STATE UNIVERSITY DEVELOPMENT

Graphic Designer January–April 2012

Created personalized mailings to donors & alumni, email blasts, postcards, event invitations & signage for Grand Valley State University.

THE POD DROP

Surgeon July 2008–July 2014

Professional service of busted iPhone, iPod and Mac devices at a retail location in Metro Detroit area. My favorite thing to work on next to design and music.

SKILLS

EXCEPTIONAL SKILLS IN ADOBE PS, AI, LR & ID, TYPOGRAPHY, DSLR PHOTOGRAPHY, RESEARCH, ORGANIZATION, PROJECT MANAGEMENT, & MAC OS X AND WINDOWS PLATFORMS. EXPERIENCED IN PRODUCTION ART, EFFECTIVE LANGUAGE & COMMUNICATION, KEYBOARD SHORTCUTS.

References and pour over coffee available upon request.