



Contact

Austin, Texas
DesignsByAldana.com
(706) 934 - 0215
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Education

2018 - 2021 | University of Georgia

- Bachelor's in journalism
- Minor in design & media
- Certificate in new media

Honors & Skills

The Financial Brand

The Best Annual Reports from Banks and Credit Unions

- 2022 Annual Report

Art Direction and Layout design

Presidential Scholar

University of Georgia

- Spring semester 2020 4.0 grade point average

Associated Collegiate Press

Fall 2021 Clips & Clicks Awards

- Newspaper Front Page Winner

Computer skills

- PowerPoint, Adobe Photoshop, Illustrator, InDesign, After Effects and Microsoft Word
- Visual Studio Code, HTML, CSS, Bootstrap, WordPress and some JavaScript

Bilingual

- Fluent: English & Spanish

Experience

2024
2022

• Lead Designer | United Heritage Credit Union

- Experience across all digital mediums that include working with print vendors, coordinating print products and traditional channels such as: billboards, e-mail, annual reports, merch, in-branch/retail signage, etc.
- Work collaboratively with different departments and branches to fulfill their design needs and execute cohesive brand and visual identity.
- Using creative problem solving to ensure that brand standards are followed throughout design

2024
2023

• Art Director | Haha Hidalgo / Live Bait

- Developed and implemented the entire visual brand identity for 2 comedy shows; including designing logos, event posters, and merchandise, resulting in a cohesive and memorable brand presence.
- Hosted 11+ shows with average attendance of 150 per show.
- Collaborated with sponsors to ensure consistency in branding across all platforms.
- Haha Hidalgo Statistics
 - 3x 120% EoE (event over event) attendee growth
 - 4 Sponsors to date (Zilker Brewing & Dulce Vide Tequila)
 - 20,000 unique impressions from growing business social accounts
 - 80+ comedians booked to date, numerous from Joe Rogan's Comedy Mothership

2021
2019

• Art Director | The Red & Black Newspaper

- Strategically led a team of designers to construct graphics for weekly online and print articles. Held independent and team meetings to streamline workflow.
- Weekly layout design in collaboration with design team.
- Published work in print, website and social media pages.
 - 10,000 avg weekly readers of the print issue
 - 70,000 avg weekly users of redandblack.com
 - 10.2 million pageviews in 2020
 - 93,000 followers on social media
- Developed creative solutions and designs under tight schedules through cover-pages by accurately portraying the reoccurring theme of the articles in the form of illustrations or collages.