

Alexandra Roche

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WORK EXPERIENCE

DELIA*S

Senior Graphic Designer - Print
New York, NY | Feb. 2014–Present

Brought in to help create and implement a more visually arresting brand highlighting contemporary femininity through young, upbeat, graceful design. Projects included designing catalogs and brand collateral. Also assisted with concepting and art direction of catalog, on figure, and still photography. Projects focus on soft, strong femininity and cultivating a brand voice.

VICTORIA'S SECRET PINK

Graphic Designer - Print
New York, NY | April 2013–Feb. 2014

Projects included mailers, catalogs, concept book, and high-value special projects. Work with concept team to create design direction per season. Occasionally assisted with photoshoots. Projects have a strong focus in youth, fun, and overall brand impact.

URBAN OUTFITTERS

Graphic Designer - Print
Philadelphia, PA | July 2011–April 2013

Projects included branding, packaging, poster, event, store experience, product design, and other design for both internal and external Urban Outfitters products and ephemera. Projects have a strong focus in event branding, in-store signage, apparel, beauty, and jewelry. Assisted with creating seasonal and sale concept and graphic direction.

DESIGNWORKS

Senior Designer
Minneapolis, MN | July 2010–June 2011
Graphic Designer - Print
Minneapolis, MN | January 2008–July 2010

Projects included book, poster, identity, system design + illustration. Art directed, collaborated with, and advised junior designers on aesthetics, concepts, and client etiquette, and lead group and individual critiques. Participated in client meetings, research, design, and production. Worked with non-profits, educational institutions, arts + culture, and small businesses.

SELECTED CLIENTS

Urban Outfitters, GOOD Magazine, The Minneapolis College of Art and Design, Johns Hopkins University, University of Minnesota, Vestiges, Inc., Leah Goren, 1419 Minneapolis, Christopher Baker, YouthLink MN, PIECE Studios, Little Earth of United Tribes, Abinadi Meza Studio, and Lake Minnetonka Conservation District.

EDUCATION

THE MINNEAPOLIS COLLEGE OF ART + DESIGN

Minneapolis, MN | Class of 2010

Bachelor of Fine Arts in Graphic Design
Emphasis in Fine Arts
MCAD Senior Design Merit Scholarship 2009
Merit Scholarship 2006–2010

AWARDS

One of The Minneapolis Egotist's "Top Young Creatives"
One of GOOD Magazine's "Top 25 Favorite Female Designers" Cave Party
First underclassman designer ever hired at DesignWorks

SKILLS & INTERESTS

Design: Art direction, typography, catalogue, poster, postcard, branding, systems, book making, signage and wayfinding, information graphics, packaging, and layout. **Programs:** Extensive knowledge of Adobe Creative Suite. Proficient in Microsoft Office. **Skills:** Advanced ink, pencil, watercolor, paper, and digital illustration skills. **Experience:** Problem solving and working with youth, young adult, and community organizations to lead activities and create artwork.