



ALEXANDRA (LEXI) BELLOWS

CONTACT:

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EDUCATION:

BFA, Graphic Design
Virginia Commonwealth Univ.

User Experience Design Certificate
Cornell University

SKILLS:

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Microsoft Office
Figma
After Effects
Balsamiq Mockups
Origami Studio
Trello

OTHER CREATIVE EXPERIENCE:

Creative Lead/Designer
MOB + Storefront,
Richmond, VA
February 2014-Jun 2014
Worked with a large variety of clients on projects ranging from branding to architecture. Used design to better the community.

Toms Customizer
Toms Shoes Company
Spring 2011-2014
Consulted with customers to create a design that I illustrated on Toms shoes within a time limit (10-15 minutes per pair) at on site events.

Graphic Artist
Direct Mail Inc.,
Prince Frederick, MD
October 2009-August 2010
Designed numerous templates and created stock photos and graphics for use in marketing pieces for company's web to print site.

RELEVANT EXPERIENCE:

VISUAL DIRECTOR | RAMS HEAD GROUP, ANNAPOLIS MD | AUG 2014-PRESENT

Supporting 3 lines of business, 14 sites, and \$25 Million in revenue
Direct report to Marketing Director | Supervised 2 junior designers

Restaurant

- o Spearheaded demographic targeting in advertising.
- o Developed and deployed Ram's Head mobile application via TableUp.
- o Managed branding 2 new locations with distinct brand identities.
- o Supported 6 locations across physical, web, mobile, and social platforms.
- o Refreshed all content semi-annually and created quarterly promotions.
- o Collaborated with site managers to develop individual site sub-brands.
- o Coached off-site staff members in Ram's Head design style and brand.
- o Led third party relationships for supply, IT, and large format printing.

Venue and Concert

- o Overhauled web, mobile, and social presence for annual R2Hop2 festival.
- o Implemented demographic sectioning to address and appeal to core market.
- o Managed third party relationships for social media management and outsourced print.
- o Supported seven geographical dispersed sites across US East Coast.
- o Collaborated directly with each musician's team to showcase their brand identity.
- o Created formal asset request process to support over 750 annual events.
- o Enabled venue self-service by creating shared asset/template repository.
- o Contributed to acquisition and launch of new property in Key West, FL.

Fordham & Dominion Brewery

- o Launched 15 new products annually with labels, tap handles, carriers, and kegs.
- o Ensured compliance with all FDA guidelines and global alcohol administrations.
- o Promoted monthly release parties through content on social and web platforms.

FREELANCER | SELF EMPLOYED | 2009-PRESENT

- o Created custom integrated marketing campaigns with web and social content.
- o Notable customers: Casa del Barco, Nectar Sunglasses, Calvert County, TNT strong
- o Supported 2 political campaigns for local office.
- o Launched freeBLMposters.com as a free resource for marginalized communities.
- o Created unique assets licensed under creative commons.

GRAPHIC DESIGN CONTRACTOR | QUALITY PRINTERS LLC; WHITE PLAINS, MD | MAY-AUG 2012

- o Created campaign assets and site branding from scratch.
- o Google Sketch Up space design.
- o Negotiated contractor rates to meet customer budgets.
- o Gathered, validated, and articulated customer requirements for bespoke print jobs.
- o Supported social media and Public Relations strategy with assets and documentation.
- o Capstone customer: State Delegate Peter Murphy
- o Executed production of print materials and structural builds.