



# Alexis DeLaRosa

VIDEO PRODUCER & FREELANCE GRAPHIC DESIGNER

Skilled creative lead and graphic designer with over 15 years experience designing in both the still and moving form on varied print and digital platforms, creating materials that fit the marketing goals and budgets of a diverse clientele including Madison Avenue ad firms, corporate marketing departments and arts organizations.

## CONTACT

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## EDUCATION

BACHELOR OF ARTS  
Wesleyan University

## TECHNICAL SKILLS

Final Cut ProX  
Adobe Premiere  
Adobe InDesign  
Adobe Photoshop  
Adobe Illustrator  
Canva  
Sound Editing  
Video Color Correction

## TECHNIQUES

Composition  
Video Editing  
Layout Design  
Filmmaking  
Logo Design  
Photo Retouching  
Print Design  
Sound Design

## WORK EXPERIENCE

### VIDEO PROJECT MANAGER | DMF LIGHTING

Los Angeles | 2016 - Present

- Write, Direct, Photograph, Edit and Produce all assets of each video including music, motion graphics and live action performance
- Lead teams through all phases from pre- through post production
- Create videos for varied uses such as social media, trade shows, general promotion, product launches, instruction and brand awareness

### FREELANCE GRAPHIC DESIGNER

New York | Los Angeles | Present

- Conceptualize and design 100s of projects for ad firms, corporations and small businesses
- Produce print and digital assets for business pitches, presentations and events
- Communicate directly with vendors to secure final deliverables
- Ad firms include: Grey, Young & Rubicam, Ogilvy & Wunderman
- Clients include: Estee Lauder, Coke, Roche Pharma, Theatre of NOTE

### LEAD GRAPHIC DESIGNER | ZAGAT | GOOGLE

New York | Los Angeles | 2006 - 2013

- Designed custom promotional materials for specific clients, special events and survey campaigns
- Assets include restaurant guides, ads, posters, mailers and pop
- Events include film releases, sporting events and product releases
- Created materials to pitch Zagat products to prospective clients

### OTHER EXPERIENCE & INTERESTS

- Production Design - Accurately implementing digital, print and packaging specs while retaining intended aesthetic
- Photo Retouching - Color correction, enhancement, removing anomalies while retaining an organic feel
- Learning the latest video and digital design technologies
- Filmmaking - Create and produce original narrative films
- Writing - Promos, Copywriting, Screenwriting and Playwriting
- Acting - Television, Feature Film and Stage (IMDB me)
- Snowboarding, Guitar, Travel and being a Girl-Dad