



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

+1 917 612 8742

alexisdlr@gmail.com

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