

ALEXANDRA PATRASCU

graphic designer / illustrator

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San Jose, CA

SKILLS

Branding + Copy writing +
Illustration + Layout +
Typography + Social Media +

SOFTWARE

Adobe Illustrator +
Adobe InDesign +
Adobe Photoshop +
Adobe XD +
Google Suite +
Asana +

LANGUAGES

English + Romanian + Spanish

INTERESTS

Art History + Live Music +
Literature + Travel + Writing

References available
upon request

WORK EXPERIENCE

NO NAME PRESENTS, LA CONCERT PROMOTION

Creative Director + Graphic Designer (June 2023–Present)

- + develop the No Name brand and establishing visual style guide
- + conceptualize and design visual graphics for concerts, including social media and print flyers
- + collaborate with team in multiple weekly meetings to review assets and maintain deadlines.

RED LIGHT MANAGEMENT

Creative (Design) Intern—Electronic Division (Jan 2023–May 2023)

- + designed social media banners utilizing provided visual material
- + created graphics for internal branding and artist-specific branding
- + developed internal materials (including one sheets and presentation templates) for the team to market artists

THE MARKETING STORE

Creative Intern (June 2022–August 2022)

- + conceptualized multi-media ideas to pitch to the T-Mobile Tuesdays creative team for collaborations
- + created creative assets for mobile app promotions
- + developed a marketing campaign for McDonald's Monopoly as a cumulative intern project with a diverse group of interns
- + presented creative executions to global agency (250+ persons)

VOLUNTEER EXPERIENCE

CALLIOPE ART & LITERARY MAGAZINE

Design Manager (June 2022–May 2023)

- + responsible for designing the cover and layout of the Magazine Issue for Fall 2022 and Spring 2023
- + developed and implemented new brand style guide including marketing assets to reflect brand update.
- + built both desktop and mobile website for the magazine

CIRCLE ADVERTISING

Graphic Designer and Copywriter (August 2021–May 2023)

- + collaborated with a selective team to create a cohesive ad campaign for the National Student Advertising Competition (NSAC)
- + presented creative ideas and mood boards internally to assist in defining the central theme for an ad campaign
- + developed creative executions for the campaign
- + wrote and edited copy for the presentations and campaign

EDUCATION

CHAPMAN UNIVERSITY

- + **Bachelors of Fine Arts in Graphic Design**
- + Minor in English
- + Graduated *summa cum laude* | 3.928 GPA
- + Purcell Award, Awarded by Department of Art