



A well-organized and responsible designer who enjoys designing a bit of everything, especially advertisements, design layouts, logos, and packaging.

Education

Woodbury University; Burbank, California
Bachelor of Fine Arts in Graphic Design; May 2013

Certificates

Udemy
The Complete Digital Marketing Course; July 2022

Udemy
Build Responsive Real World Websites with HTML5 & CSS3; July 2019

Udemy
Motion Graphics & Data Visualization; March 2019

ServSafe National Restaurant Association
California Food Handler Assessment; June 2017

Software

Mac OS X and Windows

Adobe Illustrator, InDesign, Photoshop, Canva

Microsoft Word, PowerPoint

Google Docs, Sheets

Familiar with After Effects, Dreamweaver, Brackets, Wordpress, Microsoft Excel

Achievements & Juried Exhibitions

Voice of Design, Annual Exhibition of Student Work, 2011

Package Design & Product Development Package:
Swirlz, Organic Frozen Yogurt

Featured in Plugged-In Magazine, 2011

Package Design: Swirlz, Organic Frozen Yogurt

Texture of Design, Annual Exhibition of Student Work, 2009

Typography 1, Exhibition Postcard Competition

Typography 1, Shopping Bag Collection: Exhale MindBody Spa

Affiliations

American Institute of Graphic Arts (AIGA)
Member Since Fall 2008

Facebook Group: Cake Decorating tips, tricks and tutorials

Languages

Fluent in English and Spanish

Work Experience

Freelance Graphic Designer, 2013–Present

Design logos, stationary systems (letterhead, envelope front & back, business card front & back), notepads, pamphlets, packaging, flyers, lawn banners, websites, short videos, social media ads/posts.

Tobu Print Group, Inc.

Graphic Design Intern, Fall 2013

Designed business cards (regular, spot UV, 4D), logos, stationary systems, notepads, greeting cards, press kit folders, brochures, padfolios, certificates, carpet mats, and magnets.

El Rancho Unified School District

Community Service, Summer 2007

First Grade Bilingual Elementary Instructor

Prepared students for second grade by teaching and helping them spell, read, and understand English.

Expertise

Logo Design

Stationary

Advertising

Layouts

Brochures

Pamphlets

Flyers

Booklets

Packaging

Short videos

Infographics

Websites

Interests & Activities

Baking

Shopping

Traveling

Comedy movies

Photography:

nature, macro,

and landscape

aleochoa.com

Pico Rivera, CA 90660

562.999.2544

ale@aleochoa.com