



# alejandra ochoa

graphic designer



aleochoa.com



562.999.2544



ale@aleochoa.com



Pico Rivera, CA 90660



in/AlejandraOchoa

## 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

## LANGUAGES

Fluent in English & Spanish

## AFFILIATIONS

American Institute of Graphic  
Arts (AIGA)  
Member Since Fall 2008-Present  
  
Facebook Group: Cake Decorating  
tips, tricks, and tutorials

## HOBBIES

Baking, shopping, traveling,  
comedy movies, photography:  
nature, macro, & landscape

## PROFESSIONAL SUMMARY

Freelance graphic designer with more than a decade of experience. A well communicator who is able to work alone or work as part of a team. Works well in a fast-paced environment to finish projects on time. Has worked on multiple projects simultaneously. A responsible and well-organized designer who enjoys designing a bit of everything, especially logos, advertisements, design layouts, and stationery systems. Seeking opportunities to apply my skills to professional projects.

## WORK EXPERIENCE

### Freelance Graphic Designer

Graphic Designer, 2014–Present

- logos, business cards, greeting cards
- stationery systems (letterhead, envelope front & back, business card front & back), notepads
- promotional items (pens, pencils, challenge coins, bottles), packaging
- lawn banners, hanging banners, pamphlets, flyers
- websites, QR codes, short videos, social media ads/posts
- stickers & labels
- carpet mats, polo shirts, caps

### Tobu Print Group, Inc.

Graphic Design Intern, Fall 2013

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

### El Rancho Unified School District

Community Service, Summer 2007

- Bilingual Elementary Teacher for First Grade Students
- Prepared students for Second Grade
- Taught and helped students spell, read, and understand English

## 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

## SOFTWARE

- Mac OS X and Windows
- Adobe Illustrator, InDesign, and Photoshop, Canva, Mobirise
- Microsoft Word, PowerPoint
- Google Docs, Sheets
- Familiar with Adobe After Effects, Dreamweaver, Brackets, Wordpress, Microsoft Excel

## EXPERTISE

- Logo Design
- Advertising
- Brochures
- Flyers
- QR codes
- Business cards
- Banners
- Stickers
- Booklets
- Websites
- Stationery
- Layouts
- Pamphlets
- Packaging