AO

alejandra ochoa
graphic designer

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