



Alejandro Velandia

GRAPHIC DESIGNER

407.745.7065
1364 San Diego Court
Winter Springs, FL 32708

Objective

Design effectively for the intended demographic with favorable results.

Employment

- 2014-16 **In-House Graphic Designer**
I-CON Systems, Inc.
Product photography & editing, branding. Animated video production using After Effects. Updated entire line of sales materials.
- 2013-14 **Graphic Designer**
University of Central Florida
Concept to production graphic design of events, logos, cross platform branding. Entire Adobe Creative Suite utilized. Illustrator, Photoshop, InDesign, After Effects.
- 2009-13 **Retail Manager**
Aiguille Rock Climbing Center
Focusing on trends in industry to buy products for gym to have on hand before customers needed them. Began as climbing instructor, rose rapidly to key holder.

Professional References

Joaquin Brignoni
Marketing & PR Manager
I-CON Systems, LLC.
407.365.6241

Dean Pflaumer
Climbing Director, GM
Aiguille Rock Climbing
407.332.1430

Victor Davila
Professor
UCF SVAD Program
407.252.0922

Education

- Graduated **B.F.A. Graphic Design**
University of Central Florida
- 2009 **A.A. Digital Media**
Seminole State University

Highlights

2015 International Hermes Gold Award for Product Video
American Institute for Graphic Arts Member
AVEL, llc. Founder

Skill Set

Adobe Creative Suite: Ps, Ai, Id, Ae, Lr
Hand Lettering
Motion Graphics
Microsoft & Macintosh OS
DSLR Studio & Event Photography

