

# ALEXA CHRISTIANSEN

graphic designer | des moines, iowa

## EDUCATION

University of Iowa, Iowa City, Iowa — *BFA in Graphic Design*

AUG 2020 - MAY 2024

Awards: Dean's List, Spotlight Grant

Relevant Coursework: GDI: Concepts and Principles, GDII: Typography, GDIII: Interactive Design, GDIV: Type and Image, GDV: Branding, GDVI: Advanced Interactive, GDVII: Undergraduate Thesis

## EXPERIENCE

Founder & Designer — *Stargirl.Design, Des Moines, IA*

JAN 2022 - PRESENT

On and off freelance design across Iowa.

- Designed several distinctive logos for different businesses.
- Produced business card designs and other signage assets.
- Developed websites using software such as Squarespace and Webflow.

Brand Manager — *The Branding Kings, Richmond, VA*

JAN 2023 - PRESENT

Collaborated with the Director of Art and Art History, Steve McGuire.

- Manage the LinkedIn, Instagram, and Facebook profiles, creating engaging content to boost brand visibility and audience interaction.
- Led a full rebrand, redefining the company's visual identity, messaging, and overall online presence.
- Currently redesigning the website to enhance user experience, brand consistency, and conversion rates.
- Create logos, print materials, and other design assets to support branding efforts.

Graphic Design Intern — *University of Iowa, Iowa City, IA*

JAN 2023 - MAY 2024

Collaborated with the Director of Art and Art History, Steve McGuire.

- Formed the 2023 & 2024 Spotlight Catalog and advertisements.
- Crafted the Design Build Ride brand to create consistent themes using Adobe Suite and video editing software.
- Constructed the foundations of the Design, Build, Ride website.
- Made multiple print documents, such as a CV in InDesign.

## HARD SKILLS

- Adobe Suite
- Microsoft Suite
- Davinci Resolve
- Branding
- Print Production
- Social Media Graphics
- Web design

## SOFT SKILLS

- Communication
- Timeliness
- Organized
- Adaptability

## EXHIBITIONS

Arts Fest - Group Exhibition

"Growth"

Iowa City, Iowa, May 2024

BFA Exhibition - Solo Exhibition

"Moth"

Iowa City, Iowa, April 2024

Spotlight 2023 - Group Exhibition

"Mind Matters"

Iowa City, Iowa, April 2023

## PORTFOLIO

[stargirl.design](https://stargirl.design)

## CONTACT

[alexa@stargirl.design](mailto:alexa@stargirl.design)

## SOCIAL MEDIA

[LinkedIn](#): @AlexaChristiansen