

# ALEX ENGLISH

Creative. Thinker. Challenger. Innovator.

## EXPERIENCE

**Senior Graphic Designer | Life is Good** 04.2020 – Present  
Boston, MA

I provide both design oversight and hands-on creation of visual deliverables, including logo design, labels, print/package design, brand communication tools, brand activation concepts, and external partner collaborations. I also manage the brand's social presence through visual content planning strategy. I lead a small social task force to create relevant, trending, on-brand content.

**Graphic Designer | Freelance** 05.2014 – Present

I build bold, simplistic, purpose driven brand identities for clients of all shapes and sizes. I believe all aspects of visual communication should be rooted in reason, not decoration.

**Art Director | DraftKings** 06.2020 – 08.2020  
Boston, MA

Contract role concepting big ideas for strategic brand experiences, activations and events for the NFL partnership. I also helped lead the creative direction and production of digital assets for DraftKings social profiles.

**Designer | Adidas** 06.2017 – 02.2020  
Portland, OR

Uniform Designer for all NHL team's uniforms and Adidas NCAA Schools. Storytelling through uniform design by researching seasonal trends, developing mood boards, and ideating custom pieces for on-ice, retail and product launches. I also lead the art direction and flow of all our pitch decks to the league and team stakeholders, as well as pitching some myself.

**Designer | Brooklyn Creator Farm** 04.2019 – 06.2019  
Brooklyn, NY

A short-term assignment where I collaborated with the footwear and apparel advanced concepts teams to help shape the future creative direction of the brand by doing key city research and consumer insight strategy in NYC and LA. I was 1 of 5 of Adidas' global employees invited to attend.

## INTERSHIPS

**Brand Identity Intern | Adidas** 01.2017 – 06.2017  
Portland, OR

Graphic Designer on the Global Brand Design team where I focused on building brand identities for Adidas products/events like Forgefiber and the Easterbowl Tennis Tournament.

**Art Direction Apprentice | Nomadic Agency** 06.2016 – 12.2016  
Scottsdale, AZ

Ideation, concepting, and storyboarding. The creation of animated and static asset for clients such as Disney Parks, WhiteWave Foods and Capital One.

**Graphic Design Intern | R-Squared Design & Advertising** 05.2015 – 08.2015  
Phoenix, AZ

**Graphic Design Intern | Web-OP** 05.2014 – 07.2014  
Mesa, AZ

Brand identity and packaging design. As well as, print and digital assets.

## CONTACT

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## SKILLS

Brand Identity  
Graphic Design  
Packaging Design  
Apparel Design

Art Direction  
Storytelling  
Brand Activations  
Pitch Decks

Design Strategy  
Design Management  
Project Management  
Conceptual Thinking

Content Planning  
Content Creation  
Social Media Marketing  
Video Production

## TOOLS

Illustrator  
Photoshop  
InDesign  
After Effects

Asana  
Project Management Software  
JIRA  
Microsoft Office

InVision  
Figma  
3D product mapping program  
Familiar with HTML/CSS

## EDUCATION

Arizona State University  
Graphic Design | 2012 – 2016