



ALEXUS ENCARNADO

senior creative designer

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PROFILE

- Well-versed creative designer and professional
- Motivated, passionate, reliable and dependable
- Extreme attention to detail
- Strong organizational skills
- Works and communicates well with others
- Excellent at multi-tasking projects

EDUCATION

BFA

Hussian College, School of Art (2015)

Graphic Design Major

DESIGN SKILLS

- Print, Web, UX/UI Design
- Cross-Channel Marketing
- Logo/Branding Development
- Campaign Concepts
- Sales Materials
- Supplemental Layouts
- Corporate/Network Events

TECHNICAL PROFICIENCIES

Adobe Creative Suite
Microsoft Office Suite
HTML/CSS
WordPress
Ceros
Keynote
Exact Target/ Listrak/
Constant Contact/ Hubspot

ACCOMPLISHMENTS

**First Place Winner for Self-Promotion Advertising
"Championship Football Coverage" in
The Philadelphia Inquirer (2019)**
Pennsylvania NewsMedia Association Foundation

**American City Business Journals American
Eagle Award for Excellence (2014)**
Philadelphia Business Journal

First Place Winner (2012)
Philly Ad Club Scholarship

EXPERIENCE (10 YEARS)

GRAPHIC DESIGN SPECIALIST

KBC ADVISORS (JUNE 2022 – PRESENT)

- Collaborate with team members to create unique and best-in-class design content & collateral solutions that align with leadership objectives
- Develops and designs materials for custom branding of properties, pitches and proposals, as well as customizing for regional team needs
- Coordinate with local and national KBC business development teams to create and implement best practices for managing marketing projects and standards
- Organize native files and project information in company database
- Ensure deadlines and expectations are met while adhering to KBC brand standard

GRAPHIC DESIGNER

BRANDYWINE REALTY TRUST (MARCH 2021 – MAY 2022)

- Design of web/digital graphics, brochures, annual reports, presentations, banners, fence wraps, installations, logo and brand identity, email campaigns, social media posts, print and digital advertisements, website/microsite development
- Collaborate with internal clients and stakeholders, vendors, and marketing staff to understand communication goals, and develop and manage design projects from start to finish
- Oversee proofing process by delivering proofs internally and/or digitally, obtaining approvals and shepherding changes quickly through in-house production

SENIOR CREATIVE DESIGNER

US VISION (SEPTEMBER 2020 – FEBRUARY 2021)

- Translated creative briefs into design concepts that drove customer relevance, engagement, and traffic to deliver sales
- Led the design of compelling marketing vehicles and in-store graphics including print advertising, direct mail, email and digital, in-store signage, and collateral
- Point person to manage projects across all brands

ART DIRECTOR

CATALYST OUTDOOR ADVERTISING, LLC (APRIL 2019 – APRIL 2020)

- Worked with sales team to serve as design consultant for clients
- Developed design concepts that helped increase revenue sales
- Operated in-house software to program ads on digital displays accurately
- Managed website updates and maintained company branding

GRAPHIC DESIGNER

THE PHILADELPHIA INQUIRER (MAY 2016 – APRIL 2019)

- Created print and digital ads for clients, sales materials, web banners, e-mail blasts, microsities, layout and design of special sections
- Oversaw event campaigns that included promotional ads, award program presentations, award layouts, e-mail marketing and all corporate/networking event signage
- Assisted in event set-up to ensure signage was properly displayed

ADVERTISING & GRAPHICS SPECIALIST

PHILADELPHIA BUSINESS JOURNAL (JUNE 2012 – MAY 2016)

- Scheduled paid client ads in their correct publication placement and invoiced advertising clients accurately
- Created print and digital ads, sales materials, web banners, e-mail blasts, layout and design of special sections, promotional ads, award program presentations, and all signage for corporate/networking events