



ALEX J HERRERA JR

Senior Graphic Designer

 AlexJHerrera.com
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Collaborative and extremely organized Senior Graphic Designer with 10+ years of design experience on digital, video and print projects.

Passionate about art direction, visual problem-solving, team-building, UI/UX, typography, illustration, art direction and motion graphics. Trusted and reliable member on cross-functional teams for high-visibility projects/brands. Experience supervising graphic designers, copywriters and front-end developers.

SKILLS

Photoshop
Illustrator
InDesign
After Effects
Adobe XD
WebFlow
Google App Suite
FIGMA
Sketch
InVision
Jira
MS Office
Html
CSS
Keynote

EDUCATION

**Art Institute of
California-Los Angeles
(Santa Monica, CA)**
2003 - 2007
Bachelors Degree
Graphic Design

EXPERIENCE

Beachbody (Santa Monica, CA)

Digital Designer
Oct 2020 - Present

- Responsible for designing digital advertising content for Team Beachbody brands. Consistently producing high-quality digital advertising, which at its core is about converting web traffic to transactions. Cross collaboration with cross-channel managers including art directors, marketing, and brand management.

Epson International (Long Beach, CA)

Graphic Designer
Feb 2020 - Oct 2020

- Responsible for the design of innovative print and digital campaigns for Epson International: Landing pages, web banners, social assets, tradeshow displays, POS display signage, email blasts, Channel marketing assets for North America and Canada.

FOX Networks Group (Century City, CA)

Designer
Sept 2019 - Feb 2020

- Responsible for the user experience and visual branding of a wide range of digital platforms (iOS, Android, web, tvOS, Fire TV, Xbox, Windows) for our sports, news and entertainment apps in North America.

Midnight Oil (Burbank, CA)

Entertainment Digital Designer
Dec 2018 - March 2019

- Adapted existing key art and produced multiple digital assets (dynamic static & animated banners) as well as print collateral for theatrical motion pictures.

Belkin International (Playa Vista, CA)

Sr. Interactive Designer
Feb 2014 - Oct 2018

- Responsible for the design of innovative, high-quality global interactive digital campaigns and general website enhancements for Linksys.com, Belkin.com and Wemo.com. Focus on user interface design, web banners, landing pages, motion graphics, email blasts, package design and social media assets.

Easton Bell Sports (Van Nuys, CA)

Web Designer
Aug 2011 - Feb 2014

- Projects included high-quality digital campaigns: web banners, landing pages, email blasts and social media assets for all brands. Focus on user interface & user experience design (UI/UX Design)

Walt Disney Imagineering (Glendale, CA)

Graphic Design Intern - Presentation Design
Dec 2007 - Dec 2008

- Responsible for the design of print and digital presentations for high-concept interactive ride proposals for the Disney Global Interactive Attractions team.