

ALEX MORENO

CREATIVE LEAD

info@lifeintheam.com
lifeintheam.com
916.218.5250



Summary

Alex Moreno is a California-based graphic artist who breathes life into her creations with vibrant colors and playful messaging, constructing unique realms of individuality and joy. With expertise in Illustration, Design, and Creative Direction, Alex's versatile artistic practice has garnered a diverse clientele, showcasing her ability to craft dynamic and captivating visual experiences.

Education

BACHELOR OF SCIENCE ADVERTISING / MARKETING

Art Institute of California - Orange County
2011 - 2014

Work Experience

K-SWISS

2021 - Current

CREATIVE LEAD

Directing and designing social, digital, and print campaigns for K-Swiss brands. Duties include resourcing and managing photo shoots, creatives and artwork, and overseeing production, retouching, and application.

GREEN RUSH PACKAGING

2021 - Current

SENIOR PACKAGING DESIGNER

Maintained brand consistency and translated creative briefs into visual expressions by offering compelling designs for packaging, retail displays, print ads, web assets, and other design initiatives.

PREMIER DISPLAYS

2018 - 2020

SENIOR GRAPHIC DESIGNER

Researched industry trends, providing strategic advice, and created innovative graphics for booths, trade shows, and displays.

EB5 INVESTORS

2017 - 2018

ART DIRECTOR

Prepared design layouts for diverse printing methods, graphics for websites, logos, and marketing while consistently delivering innovative art and design concepts across multiple platforms.

DANA INNOVATIONS

2015 - 2017

CREATIVE LEAD

Spearheaded four new product developments, overseeing design, and milestones. Additionally, I coordinated website updates, crafted innovative branding collateral, and developed creative marketing packages, encompassing print materials, brochures, banners, and signage.