



ALEX EZELL
visual designer

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Design brings ideas to life. Engaging the world through design motivates me to create unforgettable work that leaves a mark. Design can solve problems through process and design thinking, dialing in on a target audience, and being impactful through different mediums. Shaping and improving the world for the better is what I strive for.

EXPERIENCE

TACO BELL HEADQUARTERS

Visual Designer

Evolved Taco Bell's overall product experience through brand identity, packaging, store design, merchandise, and creative solutions.

Digital Content Creator

Designed content across all social media platforms to enhance and showcase the brand.

HURLEY

Creative Designer

Design and Development of catalogs, print collateral, advertising, photo manipulation, packaging, and special projects.

Digital Design Intern

Design and Development of catalogs, print collateral, advertising, photo manipulation, packaging, and a group project. Chosen from 2,000 applicants.

Sponsored Design Studio

Apparel and visual merchandising design for Hurley.

NIKE, INC. SPONSORED DESIGN STUDIO

User Interface design and presentation at Nike, Inc.

VANS SPONSORED DESIGN STUDIO

Designed and developed Vans shoe lines, apparel design, and visual merchandising for three unique lines.

LCAD ASSISTANT TO THE CHAIR, TUTOR

Assistant to the Graphic Design + Digital Media chair, planning events, creating promotional material, and tutoring students.

GRAPHIC DESIGN AND PHOTOGRAPHY

Freelance for various companies in Southern California and Arizona, ranging from international resorts, state parks, restaurants, retail, and colleges.

SURFRIDER FOUNDATION

Volunteer for nonprofit organization dedicated to preservation and education.

TYPOGRAPHY & LETTER PRESS WORKSHOPS

Hands-on letterpress and calligraphy workshops.

EDUCATION

Laguna College of Art + Design

Laguna Beach, CA
BFA, Design + Digital Media
Graduated May 2015

Arizona State University, Graphic Design
Scottsdale Community College, Graphic Design

ACHIEVEMENTS

HOW In-House Design Awards, Merit Award, Winter 2016
China International Photographic Art Exhibition, 2016
Student of the Semester, LCAD 2014
William Gillespie Foundation Scholarship, 2014
First Place Premium Cards Photography Contest 2013
Design Honors Team, 2013-2015
Best of the Best Juried Show, LCAD 2012, 2015
First place, Artist's Gallery Art Contest, Fountain Hills 2012
LCAD Merit Scholarship, 2012-2015

HONORS

Deans' List, LCAD, Fall 2012 - 2015
President's Honor Club, SCC, Spring 2011 - 2012
Deans' List, ASU, Fall 2010

INTERESTS



Design



Photography



Kayaking



Exploring



Gardening

SOFTWARE

Exemplary skills in Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Sketch, Photography, Camera Equipment, and Studio Lighting.

Proficient skills in 3D Modeling, Adobe After Effects, Adobe Premiere, Adobe Lightroom, HTML, CSS, and Web Design.

EXPERTISE

Brand Identity, Package Design, Art Direction, UI/UX, Typography, Environmental Design, Photography, Photo Manipulation, Social Media, 3D Modeling, Motion Graphics, Apparel Design, Web Design.

REFERENCES

Available upon request.