

ALEXANDER LIEBERMAN
Graphic Designer

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lieberman.design

EDUCATION

01.2020–04.2023 ArtCenter College of Design
Pasadena, CA
Bachelor of Fine Arts in Graphic Design

05.2019–08.2019 ArtCenter Extension
Pasadena, CA
Graphic Design course

09.2021–12.2021 Focused Coursework at ArtCenter
Arby's Sponsored Studio
Pasadena, CA

08.2018–12.2019 California State University, Northridge
Northridge, CA
General Education and Design courses

■ Participated with a team of students to develop footwear for Arby's workers. Prototyped proprietary packaging, printed insoles, and hangtags. Created brand identities with custom fonts, iconography, and imagery.

EXPERIENCE

06.2022–08.2022 Design Intern
BBDO Los Angeles
Los Angeles, CA

09.2018–08.2021 Graphic Designer
Select Electronic Design
Beverly Hills, CA

■ Worked with team to develop internal BBDO identity, including social media architecture and event branding. Helped strategize digital campaigns for AT&T and advertising for the Texas Tech University Red Raiders.

■ Created brand assets for this smart home automation company, including logomark and promotional material. Generated user interfaces and maintained website. Tested new technologies at consumer trade shows.

RECOGNITION

01.2020–04.2023 ArtCenter Merit-Based Scholarship

09.2020–04.2021 Helena Balfour Edwards
Endowed Scholarship

05.2022–12.2022 Jerry V. Johnson
Endowed Scholarship

05.2020–08.2020 Fletcher Jones Scholarship

09.2021–04.2022 ArtCenter Provost's List

DIGITAL SKILLS

Strong working knowledge of:
Photoshop, Illustrator, InDesign, Lightroom,
After Effects, Premiere Pro, Fresco, Acrobat,
SolidWorks, Rhinoceros 3D, KeyShot, SculptGL,
Slicer for Fusion 360, Cricut Design Space

Familiar with:
Dimension, Aero, Blender, Spark AR, SketchUp,
Webflow, Figma

ANALOG SKILLS

DSLR photography, dieline design, laser
cutting, Kongsberg cutting, rapid
prototyping, filament and resin 3D printing,
physical mockup, rub-down dry transfer,
vacuum forming, copywriting

