




Alexandra Dadona

alexandradadona@gmail.com 

[linkedin.com/in/alexandra-dadona](https://www.linkedin.com/in/alexandra-dadona) 

<https://www.alexandradadonadesign.com> 

SUMMARY

Detail-oriented graphic designer with over 4 years of experience collaborating with teams to create visually engaging designs that adhere to WCAG standards, resulting in enhanced viewer accessibility. Proficient in Adobe Creative Suite and UI/UX design.

Proven track record of capturing given brand identity and enhancing customer engagement through visual design across multiple touchpoints, including social media and web.

SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe Premiere Pro
- Figma
- Framer
- Webflow
- HTML/CSS
- JIRA
- Sketch
- InVision
- Pop App
- Stark
- Zeplin
- Microsoft Suite
- Google Workspace

EDUCATION

BrainStation | Diploma, User Experience Design

Sep 2023 - Nov 2023, New York, NY

New York Institute of Technology | Bachelors of Fine Arts in Digital Arts

Sep 2017 - June 2021, New York, NY

EXPERIENCE

Digital Designer | Bally's Interactive

Jersey City, NJ ■ July 2024 - Present

- Conceptualized in-app and email banner designs for 100+ casino, sportsbook, and cross-sell promotions that successfully maintained company branding.
- Worked with stakeholders to develop GIFs and short-form animations for large scale casino promotions and social media posts to encourage higher click-through rates.
- Collaborated with a creative director to design several OOH marketing campaigns for sportsbook and casino, including digital signage for PHX Arena and various direct mailers for customers across 3 states.

Graphic Designer | Amazon Live

New York, NY ■ Sep 2019 - Aug 2023

- Aligned with a team of 6 designers to create lockup templates for 100+ live-streams that followed WCAG standards and encouraged viewer accessibility.
- Created and completed marketing Fire TV graphic packages for 10+ third party brands that resulted in increased customer engagement.
- Eliminated inconsistency by modifying graphic templates for tv and social marketing placements to match updated UI layouts and guidelines successfully.

Animation Intern | The Animation Project, Inc.

New York, NY ■ May 2018 - Aug 2018

- Enhanced 3D software skills by successfully developing brief 3D animations for test product advertisements.
- Designed clear and concise storyboards for animations by working collaboratively with 10 other interns.
- Analyzed the use of coding in 5 Adobe After Effects based projects that allowed for increased efficiency while animating.

PROJECTS

Product Designer | Artemys App Design

BrainStation ■ Nov 2023

- Researched, designed, and developed a mobile app that allows women's sports fans to personalize their fan experience and receive real-time updates about their favorite teams, leagues, and players.