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# ALEX TALIESEN

Annandale, VA 22003

[Alex@Taliesen.us](mailto:Alex@Taliesen.us) | [LinkedIn](#) | [Portfolio](#)

301-602-5148

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## Graphic Designer | Web Designer | Digital Media Creator

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Creative and detail-oriented visual designer with 20+ years of experience translating complex technical concepts into compelling visual communications. Background supporting aerospace, defense, AI, and research organizations through branding, publication design, web development, and multimedia production. Over the past year at **TurboVets**, expanded expertise into website design, motion graphics, video production, and digital storytelling — creating modern, visual content across platforms.

Known for balancing artistic creativity with technical precision, brand integrity, and deadline-driven execution.

### Core Competencies

Graphic Design • Visual Communication • Web Design • Motion Graphics • Video Production • Brand Development • Technical Illustrations • Infographics • Proposal & Report Design • UI/UX Design • Digital Content Strategy • Template Development • Multimedia Storytelling • Aerospace & Defense Communications • Adobe Creative Cloud • Microsoft 365 Administration

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## EXPERIENCE

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### TurboVets Inc.

2025-Present

#### Graphic Artist | Web Designer | Multimedia Creator

Design and produce digital and multimedia content supporting veteran focused initiatives and organizational growth.

- Design and maintain modern, responsive websites aligned with brand strategy and mission goals.
- Create animated graphics, explainer videos, and motion content to communicate programs and impact.
- Develop visual assets for marketing campaigns, social media, and stakeholder engagement.
- Produce and edit video content, integrating motion graphics and branding elements.
- Improve user experience through layout refinement, accessibility considerations, and content structure.
- Collaborate with leadership to translate strategic goals into visual storytelling assets.
- Maintain brand consistency across digital, print, and video platforms.

### POTOMAC INSTITUTE FOR POLICY STUDIES (science & technology policy research institute) 2014–2024

#### Graphic Artist | Media Manager (2014–2024)

Arlington, VA

Led visual communications for a science and technology policy research institute supporting aerospace, defense, and federal agencies.

- Oversaw design and production of graphics for reports, proposals, presentations, and briefings.
- Translated complex scientific and policy research into accessible visual content.
- Designed infographics, diagrams, flow charts, technical illustrations, and data visualizations.
- Developed organizational branding standards and templates for reports and proposals.
- Built and maintained the organizations websites, including payment portals and advanced features.
- Managed audiovisual production for internal and external events.
- Created graphics for U.S. Air Force, NASA, DARPA, and DoD research contracts.

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### EXPERIENCE, continued

**MAGENTA JEWELS** (custom jewelry retailer)

2013

**3D Artist**

New York, NY

- Using specialized software (such as Autodesk Maya, ZBrush, and Silo), created detailed digital models of custom jewelry pieces that improved product quality and helped customers visualize the finished look.
- Brought the company's vision for their website to life, formatting the design in HTML, building the back-end infrastructure, and integrating eye-catching images to attract new customers.

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### EDUCATION

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**Bachelor of Science** in computer animation, Full Sail University

**Bachelor of Arts** in theater (set design), Greensboro College

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### TECHNICAL SKILLS

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#### **Design and Multimedia:**

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat, After Effects)

Final Cut Pro • Motion • Logic Pro • Nuke • Figma • Canva

#### **Web & Digital:**

Html/CSS • Webflow • Joomla • Wordpress • cPanel

#### **3d and Animation:**

Autodesk Maya • ZBrush • Softimage • Silo

#### **Productivity & Systems:**

Microsoft 365 Admin (PowerPoint • Word • Excel • Teams • Sharepoint administration)