



ALEX BURCH

GRAPHIC DESIGN & ILLUSTRATION



503.758.8785



alexburchdesign.net



alexburch87@gmail.com



SOFTWARE

Id

Adobe InDesign



Ai

Adobe Illustrator



Ps

Adobe Photoshop



Ae

Adobe After Effects



Microsoft Suite



MailChimp



Squarespace



Figma



EDUCATION

Oregon State University

Bachelor of Fine Arts, Graphic Design

SEPT. '08 - JUN. '12

Portland Community College

Associates of Applied Science, Graphic Design

SEPT. '05 - JUN. '08

EXPERIENCE

Ironman 4x4 America

Creative Manager: Design & Social Media

MAR. '24 - PRESENT

Produced captivating content across digital, print, advertising, and packaging. Crafted dynamic graphics, illustrations, and visuals that communicate brand messages and resonate with the target audience.

Led and collaborated on the creative development and production of sales materials for internal and external sales teams.

Analyzed metrics and gauged performance for ads, evergreen social media, website creative: derived actionable insights for strategy refinement.

BedMart Mattress Superstores

Graphic Design & Marketing Specialist

JAN. '21 - MAR. '24

Conceptualized and designed materials as the sole designer for a leading mattress company based in the Pacific Northwest.

Projects included creating interior and exterior store displays, promotional branding and collateral, website UI design, and commercials to accommodate 35+ stores.

Redesigned Instagram feed and created content from Jan. 2021 to June 2022, resulting in an increase of followers from 430 to 530 and likes up to 20 per post.

Burch Creative Design

Owner & Illustrator

JAN. '19 - PRESENT

Created and sold various printed merchandise online, as well as in person. Built ads for promotion, worked with vendors for printing, and handled shipping services.

Completed over 400 sales across two platforms, with a five-star review rating.



INTERESTS



Playing Guitar



Concerts



Retro Games



Fantasy Sports



Skateboarding

EXPERIENCE *(continued)*

Surfboard

Creative Director & Design Lead

JUL. '20 - NOV. '20

Led the marketing team for a start-up company of a video sharing app.

This was a remote collaboration; assisted in the UI design of the app, website functionality, materials for social media, and pitch decks to present to investors.

Chevalier Advertising

Graphic Designer

SEPT. '18 - NOV. '20

Collaborated with a dynamic team of creatives to build packaging, logos, catalogs, advertisements, and point-of-purchase displays for multiple brands, specifically in the outdoor recreational industry.

Worked directly with clients to ensure what we created matched the brand messaging and met their needs.

Oregon State University Foundation

Graphic Designer

JUN. '12 - SEPT. '18

Contributed to the communications team, designing collateral across print and digital platforms to be in line with the Oregon State University Foundation branding and messaging.

Projects included event materials, website graphics, special framing projects, emails, and mailed solicitations.

All materials played a role in exceeding the \$1 billion fundraising campaign for the university.

HONORS & AWARDS

- 2020 Portland Gear "We Love You Portland" T-Shirt Contest Winner
- 2019 Oregon State University DAM Communications Award
- 2015 CASE Bronze Award in Fundraising, Special Events, and Other Communications
- 2014 CASE Grand Gold Award in Projects and Programs: Special Events

PERSONAL ATTRIBUTES



Collaborative · Personable · Organized · Dependable · Ambitious · Teachable

Turn It Up To Eleven



@alexurch87

