

# Alexa H. Gardner

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Cranston, Rhode Island 02921 - Tampa, Florida 33606

## Website/Portfolio

- <https://alexagardner.com/>

## Summary

Through years of study at Rhode Island School of Design, Blue Door Art Studio, and The University of Tampa – coupled with work as a freelance graphic and website designer – I developed the creative and time management skills to deliver top quality design work on time.

## Skills

- Fine arts expertise
  - 2D media
  - 3D media
  - Digital media
- Adobe Creative Suite
  - Illustrator, Photoshop, InDesign, Acrobat
- Web development
  - WordPress, Wix
- Microsoft Office
- Google Drive
- Social media (Instagram, Snapchat, Facebook, Twitter, TikTok)
- English (Native) and Spanish (Proficient)
- Strategic planning
- Visual communication

## Education

### The University of Tampa

May 2023

**Bachelor of Arts in Design, Double Minor in Advertising and Public Relations**

**Magna Cum Laude**

Tampa, Florida

- Major in Design, Double Minor in Advertising and Public Relations
- 4.0 GPA
- Honors Enrollment and Dean's List
- UT Presidential Merit Recipient

### La Salle Academy

May 2019

Providence, Rhode Island

- 4.0 GPA
- National Honor Society Member - Spanish Honor Society Member
- Honor Roll with Distinction 2015-2019
- Photography Club Member
- Yearbook Committee Member
- Students Against Destructive Decisions Club Member
- Attended MADD Rhode Island's Team Spirit Youth Leadership Conference
- Volunteer Guide at First-Year Orientation and Open House

## Experience

PostcardMania

January 2023 to Present

### Online Marketing Designer

Clearwater, Florida

- Develop successful static designs and videos for the online portion of business marketing campaigns that cover a variety of platforms, including Google banners, YouTube Pre-Roll, direct mail, social media, websites, videos and more

Blue Door Art Studio May 2021 to Present  
**Website Designer**  
 Smithfield, Rhode Island / Tampa, Florida  
[bluedoorartstudio.com](http://bluedoorartstudio.com)

- Design visual elements for use online, reflecting Blue Door’s branding and design aesthetic
- Create layouts for landing pages, categorized class pages, and other areas of the site, while testing different designs to see which are most effective in providing information to the target audience

Lexi Gardner Design June 2020 to Present  
**Freelance Graphic Designer**  
 Cranston, RI - Tampa, FL

- Graphic Design (Custom Design Solutions, Web & Social Media Graphics, Print Materials, Illustration, Custom Video Creation)
- Website Development (Custom Website Design, Responsive Design, User Experience UX & User Interface UI Design, SEO Integration)

Blue Door Art Studio June 2016 to September 2019  
**Art Teacher's Assistant**  
 Smithfield, Rhode Island

- Periodically taught aspiring artists through prepared lesson materials and visual aids to reinforce concepts
- Arranged and led activities for students, including fashion shows and artwork displays

Dinner4Two By Kitchen Charm January 2017 to January 2018  
**Product Promoter**  
 Cranston, Rhode Island

- Promoted kitchenware products by educating customers and prospects about offerings at promotional events

Integrated Psychiatry Inc. Medical Group Practice January 2016 to June 2016  
**Administrative Assistant**  
 Cranston, Rhode Island

- Organized and streamlined file room operations for a team of psychiatrists, nurse practitioners, therapists, and secretaries which led to smoother workflows
- Destroyed files and materials upon request to prevent data breaches
- Executed special objectives and assisted in developing a weight loss program in response to executive team requests

## Honors/Awards

- October Employee of the Month Nomination at PostcardMania 2023
- Certificate of Membership in the Rhode Island Honor Society of Secondary Schools 2019
- President's Education Awards Program Certificate of Outstanding Academic Excellence 2019
- Certificate of Award for Excellence in AP Studio Art 2019
- Rhode Island School of Design RISD Annual Art Award 2019
- Hera Gallery Awards of Excellence for Drawing and Best Portrait 2019
- Certificate of Membership in the National Honor Society 2018-2019
- Certificate of Membership in the Spanish Honor Society 2018-2019
- The Scholastic Art & Writing Awards: Silver Key 2018
- Premio de Plata: Exam Nacional de Español Certificate 2017
- General Federation of Women's Clubs of Rhode Island Certificate of Excellence and \$100.00 Cash Award 2017
- Certificate of Special Congressional Recognition 2017
- The Scholastic Art & Writing Awards: Silver Key 2017
- The Scholastic Art & Writing Awards: Honorable Mention 2016
- The Scholastic Art & Writing Awards: Gold Key & Silver Key 2015
- The Scholastic Art & Writing Awards: Gold Key & Silver Key 2014

## Additional Experience

- SEO Certified – HubSpot Academy (Clearwater, FL) 2023
- Volunteer for Feeding Tampa Bay at the Trinity Cafe Soup Kitchen (Tampa, FL) 2023
- Volunteer cleaning Cypress Point Park (Tampa, FL) 2019-2021
- Volunteer cleaning Goddard Park Beach (East Greenwich, RI) 2016-2021

- Volunteer at United Way of Rhode Island and National Family Volunteer Day (Providence, RI) 2019
- Volunteer at St. Charles Soup Kitchen (Providence, RI) 2018
- Volunteer bake sales to buy clothing for those in need with a local parish (Cranston, RI) 2018
- Volunteer with underprivileged children at public parks and distributing lunches (Providence, RI) 2017
- Volunteer summer camp counselor (Cranston, RI) 2015-2017
- International travel to Mexico, Italy, Spain, Gibraltar, Dominican Republic, The Bahamas