

alexa falcone
designer

1 610 844 3917
contact@alexafalcone.com

online portfolio

www.alexafalcone.com

education

London College of Communication
MA Graphic Design
2012 -

The University of the Arts
BFA Graphic Design
2005 - 2009

User-Centered Design Workshop
2008

Built a state emergency interface under Jorge Frascara and Guillermina Noël. Interviewed users and analyzed experiences for clarity in design and information hierarchies.

accolades

Dean's List
Presidential Scholarship

technical knowledge

Photoshop / InDesign / Illustrator
HTML / Javascript / CSS / XML
Flash (Actionscript 2.0 / 3.0)
After Effects
Corel Painter
Microsoft Office

skills

Web / Interface / Multimedia
35mm / Digital Photography
Traditional / Digital Illustration
Case / Perfect / Accordion Bind

experience

The Corporate Agenda
2010 - 2011
Collaborated with colleagues from concept to execution on branding, communication materials, packaging, and environmental graphics. Clients included Univision, MasterCard, Samsung, PartnerRe, Abbott, and Turner.

BorsaWallace
2009 - 2010
Responsible for visualization and production of print, web and multimedia projects. Worked with a team of senior creatives on marketing strategies and concept development of immersive social media environments.

BEGSON
2009 - 2010
Worked with creative director on a non-for-profit project, as well as web and multimedia construction.

Brands Imaging
2008 - 2009

Independent Projects
2008 - Present
Glenmere, Cyberdome, Berkshire Botanical Garden, Faces Forward, Schwartz. Photography

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affiliations

New York Cares
Coordinate large and small scale projects with volunteers - including youth art education, adult computer literacy and beginner graphics classes, urban restoration and beautification, and indoor/outdoor recreational activities.

DAHRA
Greenpeace International
350
AIGA New York
Swatch MTV Playground

publications

Design School Confidential: Extraordinary Class Projects from International Design Schools
2009
Feature on state emergency network, with excerpts from our presentation on creating coherent interactive systems.

exhibitions

The Suppression of Thought
2009
BFA thesis on repressive needs in capitalist society, based on the book 'One Dimensional Man' by Herbert Marcuse.

references

Hans Allemann
Allemann Almquist & Jones
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215 829 9442

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