alexa falcone

designer

+1 610 844 3917
contact@alexafalcone.com
alexafalcone.com

experience

Matriz
Experience Designer; 04.2013 - Present
Collaborative union with MA colleagues.
Responsible for art direction, user
experience and interaction architecture.

Agenda NYC
Junior Designer; 01.2010 - 06.2011
Concept to execution on branding,
communication materials, packaging,
interactive and environmental graphics.
Clients included Univision, MasterCard,
Samsung, PartnerRe, Abbott, and Turner.

BorsaWallace
Freelancer; 10.2009 - 06.2010
Visualization and production of print,
web and multimedia projects—including
strategy and concept development of
immersive social media environments.

BEGSON
Freelancer; 06.2009 - 2011
Worked with director/FABRICA graduate
Craig Feinberg on pro bono projects and
multimedia design/development.

Brands Imaging
Internship; 11.2008 - 01.2009

Freelance Clients
2008 - Present
Beatriz Sanches, Glenmere Mansion,
Cyberdome, Berkshire Botanical Garden,
Faces Forward, Schwartz Photography,
Carlos Freire, Sineiro

affiliations

New York Cares
Coordinate projects with volunteers and
team organizers: children's art education,
youth recreational trips/activities, adult
computer literacy, beginners' graphics
classes as well as urban restoration.

DAHRA
Greenpeace International
350
AIGA NY/SF
IxDA

education

MA Graphic Design, Distinction
London College of Communication
2012

BFA Graphic Design
The University of the Arts
2005 - 2009

User-Centered Design Workshop
2008

features + accolades

The Creative Person's Website Builder
Published; 2013

Awwwards
Nominated in Best Web Design; 2013

CSS Design Awards
Nominated in Best Web Design; 2013

Transeuropa Festival
Exhibited; 2013

Design School Confidential:
Extraordinary Class Projects from
International Design Schools
Published; 2009

Dean's List
Presidential Scholarship
National Art Honor Society

technical knowledge

Photoshop/InDesign/Illustrator
Dreamweaver/Fireworks/Omnigraffle
HTML/XML/CSS/JQuery
Flash (AS 2.0/3.0)/After Effects
Microsoft Office/Wordpress

skills

Web/Interface/Multimedia
Programming/Wireframing
35mm/Digital Photography
Traditional/Digital Illustration
Branding/Iconography
Print Production