

**alexa falcone**  
designer

17 48th st. apt #5  
weehawken, nj 07086  
610 844 3917  
contact@alexafalcone.com

**online portfolio**

[www.alexafalcone.com](http://www.alexafalcone.com)

**education**

*The University of the Arts*  
Philadelphia, PA  
BFA in Graphic Design  
August 2005 - May 2009

*User-Centered Design Workshop*  
Guided by Jorge Frascara and Guille Noel, constructed a prototype for a statewide emergency network. Interviewed users and analyzed interactive experiences.

*The Suppression of Thought*  
39 page thesis on repressive needs in capitalist society.

*Independent Study*  
Developed poster for opening of 'Does Your House Have Lions?'

**technical knowledge**

Photoshop  
InDesign  
Illustrator  
Dreamweaver  
HTML / Javascript / CSS / PHP  
Flash  
Actionscript (2.0 / 3.0)  
After Effects  
Microsoft Office

**skills**

Information Design  
Web / Interface / Multimedia  
Film / Digital Photography  
Illustration

**experience**

*Studio*  
The Corporate Agenda  
January 2010 - Present

BorsaWallace  
October 2009 - December 2009  
Produced numerous print and multimedia projects. Worked with teams of senior creatives on marketing strategies and conceptual development of a social media interface.

Brands Imaging  
October 2008 - January 2009  
Created assorted print pieces, marketing campaigns, and identities. Operated a large format printer with various materials.

*Collaborative*  
BEGSON  
June 2009 - Present  
Working directly with Craig Holden Feinberg (creative director) on a non-for-profit project, as well as producing commissioned web development and multimedia.

*Independent*  
Schwartz.Photography  
Identity / Web

Faces Forward  
Identity / Print / Web

**alexa falcone**  
designer

17 48th st. apt #5  
weehawken, nj 07086  
610 844 3917  
contact@alexafalcone.com

**continued (pg. 2)**

**accolades**

*The University of the Arts*  
Dean's List

Presidential Scholarship  
August 2005 - May 2009

**affiliations**

DAHRA.org  
Greenpeace International  
AIGA New York  
Swatch MTV Playground

**publications**

*Design School Confidential:  
Extraordinary Class Projects from  
International Design Schools*  
2009  
Feature on the prototype  
network built during the User-  
Centered Design Workshop, with  
excerpts from our presentation  
on creating coherent interactive  
systems by examining the user's  
experience.

**references**

*Craig Holden Feinberg*  
BEGSON  
1086 Corona Street, #22  
Denver, CO 80218  
303 588 3606  
begson@begson.com

*Hans Allemann*  
Allemann Almquist & Jones  
124 North Third Street  
Philadelphia, PA 19106  
hans@aajdesign.com  
215 829 9442

*Debra Drodvillo*  
Notion Studio  
240 West 98th Street  
New York, NY 10025  
notionstudio@earthlink.net  
646 258 6229