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# Alex Sweet

[hello@alexsweet.design](mailto:hello@alexsweet.design)

734.646.2273

Portfolio:

[alexsweet.design](http://alexsweet.design)

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Hello! I'm a graphic designer, illustrator and front end developer with a passion for branding and identity design. I happily work for both print and digital applications and enjoy the challenge of working with motivated, passionate people of all disciplines.

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## Experience

### Movement Climbing + Fitness

Sept '17-June '18

### Production Director

As Production Director I was responsible for the design of monthly collateral spanning multiple locations and departments including social media upkeep and strategy, event branding and marketing, monthly newsletters, website maintenance, as well as day-to-day production and brand strategy. Working directly with the Brand Manager, we overhauled the former brand over the course of 6 months, and implemented the new look cohesively. You can see some of that work [here](#).

### Freelance Design Work

2016-Current

A variety of freelance work including identity design, web design, event branding, typography, illustration, and marketing and consulting work. Recent examples: [01](#) [02](#) [03](#)

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## Education

### SuperHi Coding Courses

2018-2019

A variety of online coding courses aimed at strengthening front end development skills.

### College for Creative Studies

2012-2016

I currently hold a BA in Illustration and Communication Design and hope to return for a Masters in the future.

### Eastern Michigan University

2011-2012

Initial studies before transfer.

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## Skills

- Branding and identity design
- Motion graphics and animation
- Type design and production

- Writing and copywriting
- Front end web development
- UX/UI design

- Social media strategy
- Illustration and printmaking
- Hand lettering

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## Programs + Technologies

### Proficient:

Illustrator, Photoshop, InDesign, AfterEffects, Muse, Glyphs, HTML5, CSS3, Javascript

### Working Knowledge:

Sketch, Figma, jQuery, Wordpress development, command line work-flows, Git/version control, Gulp, Sass, Microsoft Office, Squarespace, Keynote, Mailchimp