

CONTACT

stevealejos@me.com
954.638.8055
Roselle Park NJ
www.stevealejos.com

EDUCATION

Associates Degree
The Art Institute

SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Premiere
Social Media Management
Project Management
WordPress
Power Point

LANGUAGES

English
Spanish

WORKING EXPERIENCE

ALEJOS BRAND: BRANDING CONSULTANT

Owner
Jun 2017 - Present
Plantation, Florida 33317

- Analyze clients' branding challenges.
- Devise effective marketing strategies.
- Collaborate with a skilled team to create impactful branding solutions.
- Maintain direct communication with clients.
- Actively participate in designing branding elements and overseeing web development.
- Built diverse presentations.
- Project manage for smooth coordination and timely delivery.
- Crafting brand identities, curating mood boards, developing strategic aesthetics, and overseeing the overall brand essence.

BPI SPORTS: GRAPHIC DESIGNER

Jun 2012 - Jun 2017
4140 SW 30th Ave Fort Lauderdale, FL 33312 United States · On-site

- Specialized in enhancing brand presence.
- Created various visual assets, including web ads, magazine ads, product labeling, and apparel designs.
- Crafted compelling product descriptions to engage customers.
- Managed projects to ensure smooth execution and timely delivery of creative materials.

ID PERFUMES INC: LEAD DESIGNER

Aug 2011 - Jun 2012
1250 East Hallandale Beach Boulevard Suite 4 Hallandale, FL 33009
United States · On-site

- Branded perfume launches visually for celebrity line fragrances at Macy's.
- Created designs for social media campaigns, blotters, package designs, and promotional items.
- Developed page layouts for magazines.
- Played a key role in developing creative concepts to enhance brand experience.

WORKING EXPERIENCE

BIGIDEA WRAPS INC: LEAD DESIGNER

Jun 2010 - Aug 2011

Hallandale Beach, FL 33009 · On-site

- Designed vehicle wraps, signs, posters, banners and business cards.
- Brand identities for several businesses.
- Designed landing pages.
- Collaborated closely with installers to make sure the measurement and area of graphic was correct to be applied on buildings or billboards.
- Managed projects to ensure smooth execution and timely delivery of creative materials.

ID & DESIGN INTERNATIONAL: GRAPHIC DESIGNER INTERN

Jan 2010 - Jun 2010

Fort Lauderdale, FL 33301 United States · On-site

- Designed client presentations, utilizing Photoshop to modify and enhance images of buildings and interior renderings.
- Contributed to the conceptualization of logo designs and branding elements for restaurants.
- Collaborated closely with interior designers, directors, and leads.
- Assisted in creating visually captivating storyboards through PowerPoint presentations, incorporating 3D-like images that showcased our design vision.