



STEVE ALEJOS

CREATIVE

Steve Alejos

Senior Graphic Designer | Brand & Multimedia Creative

stevealejos.com
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Education

Associates Degree
The Art Institute

Core Skills

- Brand Identity Systems
- Campaign Concept & Execution
- Digital & Social Design
- Product Launch Visuals
- Creative Direction
- Typography & Layout Systems
- Motion Graphics
- Video Editing & Post Production
- A.I Prompting for Images & Videos
- Cross Functional Collaboration
- Creative Strategy
- Production Ready Asset Delivery

Tools

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Figma
- SUNO
- After Effects
- Premiere Pro
- DaVinci Resolve
- Sony A7 IV Production

PROFESSIONAL SUMMARY

Senior Graphic Designer with over 10 years of experience developing brand systems, campaigns, and multimedia storytelling across digital, social, and product environments. Experienced in concepting and executing high-impact creative across marketing launches, content initiatives, and cross-platform brand moments. Combines strong typography and layout foundations with motion and video production skills to deliver polished, production-ready work.

FOUNDER & CREATIVE DIRECTOR

ALEJOS BRAND / FOXSYTE
2017 – PRESENT

- Led brand identity development and campaign design across digital, social, web, and print touchpoints for over 100 businesses.
- Developed cohesive visual systems that maintained brand consistency across websites, marketing campaigns, product launches, and experiential activations.
- Partnered with cross functional teams including marketing, developers, copywriters, and production collaborators to bring creative initiatives to life.
- Directed creative concepts from strategic ideation through polished, production ready asset delivery across platforms.
- Produced multimedia storytelling projects including short form video, branded content, and motion assets.
- Managed multiple concurrent projects in fast paced environments while maintaining a high standard of craft and attention to detail.

GRAPHIC DESIGNER

BPI SPORTS
2012 – 2017

- Produced national campaign visuals for supplement launches across digital ads, retail packaging, web, and print.
- Collaborated with marketing teams to align brand storytelling across platforms and retail environments.
- Created product marketing assets that supported new releases and sustained brand visibility across multiple channels.

LEAD DESIGNER

ID PERFUMES INC
2011 – 2012

- Developed launch visuals and promotional assets for celebrity fragrance lines distributed through major retailers.
- Designed packaging, social assets, and campaign materials that reinforced brand identity and premium positioning.