

# ALEXANDRA UNDERWOOD

## ILLUSTRATION & DESIGN

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## WORK EXPERIENCE

**Associate Graphic Designer** — September 2019 - March 2020

Junior Graphic Designer — March 2018 - December 2019

PopSockets, San Francisco

- Created original graphics/illustrations for all products at Popsockets. Sold in 80k stores Globally.
- Launched Popsockets' Beauty with graphics for PopLips Grip & PopMirror
- Launched Popsockets' PopThirst category.
- Designed and developed Bestseller Premium materials; such as Enamels, Glitter+Graphics in Resin
- Trend + Color forecasting for seasonal graphic launches.
- Created Licensed Products for Disney, Warner Brothers ( Harry Potter ), Marvel and Justice League.
- Maintained relationship and scheduling with Print Houses.
- Managed freelance Artist and Interns
- Managed the graphic and material library

### Muralist

Pangeaseed Foundation's Sea Walls for Oceans: Maui

January 2019

Maui, Hawaii

- Featured Artist in collaboration with Artist Joey Rose
- Painted a 40'x25' Mural highlighting the effects of Ocean acidification.

**Design Intern — September 2017 - November 2017**

Penguin Random House, Young Readers Division

New York, New York

- Design illustrations for the middle grade and YA market.
- Worked with Sales + Editorial teams to determine direction for Cover Art.
- Designed original typography for A Christmas Carol by Charles Dickens and Shouting At The Rain by Lynda Mullaly Hunt.
- Developed Book Cover concepts.

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## SKILLS

- Hand Painting
- Drawing
- Typography
- Trend Forecasting
- Product Development
- Collaborative Team Player
- Strong Attention to Detail

### TECHNICAL SKILLS

Adobe Creative Suite

Photoshop

Illustrator

InDesign

Keyshot

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## EDUCATION

Bachelors Degree in Illustration

California College of the Arts

2013 - 2017

with High distinction

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## REFERENCES

Jennifer Isaza

Design Director at PopSockets

(908) 265-6647

Jenny Davis

CMF Manager, Devices & Services at

Google

(646) 342-8072

Sarah Brusstar

CMF Designer at Adecco

(650) 739-5782