

ALEXANDRA UNDERWOOD

ILLUSTRATION & DESIGN

alexandraunderwoodart.com

a@alexandraunderwoodart.com

808.268.7842

instagram: @underwoodalexandra

WORK EXPERIENCE

Associate CMFG Designer - June 2023 - Present

PopSockets, Boulder, Colorado

- Creating & developing both original designs and licensed collections for PopSockets products
- Developing materials & design with overseas production
- Forecasting trend inspiration and collection themes

Co-Director, Sea Walls Emeryville 2022 — 2022

PangeaSeed Foundation, Emeryville, California

- Organized 17 murals painted over the course of 10 days in September 2022
- Created marketing & promotional assets
- Secured funding, curated artist line up, organized community events, secured walls
- Managed both the artists and operations team

Muralist — 2017 - Current

- 2017: Sonny Vick's Paving Company - Maui, HI
- 2018: Hoaloha Farms - Maui, Hawaii
- 2019: PangeaSeed Foundation's Sea Walls - Maui, HI
- 2020: PangeaSeed Foundation's HOME 2020 - Sacramento, CA
- 2020: Private Residence - San Francisco, CA
- 2020: Lokelani Intermediate School - Maui, HI
- 2020: Art Works Downtown - San Rafael, CA
- 2021: Azucar Lounge - San Francisco, CA
- 2021: Small Town Big Art Mana Wahine - Maui, HI
- 2021: PangeaSeed Foundation's Sea Walls - Santa Cruz, CA
- 2022: Shops At La Jolla Village - San Diego, CA

Associate Graphic Designer — December 2019 - March 2020

Junior Graphic Designer — March 2018 - December 2019

PopSockets, San Francisco, California

- Created original graphics/illustrations for 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 3D product images for the PopSockets website.

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.

SKILLS

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

TECHNICAL SKILLS

Adobe Creative Suite

Photoshop

Illustrator

InDesign

Keyshot

EDUCATION

Bachelors Degree in Illustration

California College of the Arts

2013 - 2017

with High distinction

References Available Upon Request