

Alex Prenatt

Graphic Designer

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🌐 aprenattstudio.com

Senior Graphic & Web Designer with 4+ years of freelance and agency experience in creative direction, brand strategy, and multi-channel marketing. Skilled in delivering high-performing websites and integrated campaign assets while managing a high volume of concurrent projects. Adept at collaboration with team members and external vendors to ensure final products that exceed client expectations.

Technical Skills

Adobe CC

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator

Social Media & Ad Design

- Canva
- Creatopy
- Google Web Designer

Web Design

- Wordpress
- Webflow
- Figma

Project Management

- Google Analytics
- Microsoft Suite
- Asana/Trello

Professional Experience

- **Senior Graphic and Web Designer** 2024-2025
Ironside Press
 - Built and managed strong client relationships, leading creative briefs to define brand voice, select marketing channels, and align campaign goals
 - Developed cohesive multi-channel marketing assets (print, social media, email, and digital) that supported measurable campaign objectives such as increased conversion rates
 - Coordinated with cross-functional teams and external vendors to keep 20+ concurrent projects on track, meeting deadlines and consistently delivering within budget
- **Graphic Designer** 2023-2024
Parabolic Career
 - Created engaging social media content in collaboration with team members and featured clients, boosting audience engagement and brand visibility
 - Designed and managed new company website, overseeing SEO, content updates, and security, aimed towards increasing investor interest and strengthening brand reputation
 - Produced executive presentations translating company mission and performance data for investor meetings and client onboarding
- **Motion Graphic Designer** 2022-2023
Eye Contact Media
 - Created custom political campaign ads by integrating logos, photos, slogans, and client assets, consistently delivering high-quality designs within same-day turnarounds
 - Incorporated candidate feedback iteratively, improving approval speed, while maintaining organized file structures to streamline collaboration and project delivery
- **Social Media Manager & Reentry VISTA** 2021-2022
Integrity Transformations Community Development Corporation
 - Managed social media and website, creating and scheduling targeted content to promote events, classes, and services, driving audience engagement and improving visitor retention
 - Responsible for the research and design of community resource guides utilized by organization Case Workers to better assist clients with wraparound needs
- **Print Center Manager** 2017-2020
Cleveland Institute of Art: Digital Output Center
 - Supervised high-demand print center, training staff, operating front desk and balancing dozens of incoming orders per shift
 - Maintained and operated large format print equipment and computer lab devices, offering thorough knowledge of media and print options to clients

Education

Bachelor of Fine Arts

Cleveland Institute of Art

- GPA: 3.76

Biomedical Art

2016-2020

Associates of Arts

Lakeland Community College

- GPA: 4.0

General Studies

2014-2016