

ALEXANDRA GOMEZ

ART DIRECTOR & DESIGNER

CONTACT

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alexandragomezdesign.com

EDUCATION

SCHOOL OF VISUAL ARTS

Continuing Education
Web & Graphic Design Courses

MIAMI AD SCHOOL, NY

Art Direction
2011-2012

BUCKNELL UNIVERSITY

BA, Studio Art & Art History
Division I Student-Athlete
2006-2010

SKILLS

Photoshop
Illustrator
InDesign
After Effects
Figma
Principle
Art Direction
Creative Strategy
Concept Development
Digital Media & Design
Interactive & UX/UI Design
Pre- and post-production
Retouching

EXPERIENCE

DAVID YURMAN

Associate Art Director, Digital March 2022–Present

Art direct photo shoots for a wide range of use including site, digital advertising campaigns and social media.

Led concept, art direction, photo shoot, post-production, design and successful launch of 2023 Holiday Digital Campaign across site, digital touchpoints, and marketing initiatives.

Led the Summer 2023 campaign for digital marketing initiatives and e-commerce including concept, pre-production, on-set direction, post-production of still life and on-figure photography, and site designs.

Partner with the e-commerce, merchandising, and marketing teams to ensure creative is aligned with an integrated program.

Senior Designer March 2021–March 2022

Responsible for concept and design of daily marketing emails, paid media, and digital advertising campaigns. Designed and delivered site refreshes for seasonal campaigns and high-traffic moments. Prototype designs for presentation and developers.

Integrated Designer May 2019–March 2021

Led UX design, development, and successful launch of interactive bracelet stacker and amulet builder user experiences. Responsible for design and delivery of marketing emails, paid media, seasonal site refreshes, mobile experiences, and site enhancements.

Freelance Digital Designer March 2019–May 2019

BLUEFLY

Senior Designer Feb 2016–Feb 2019

Collaborated with Art Director in the digital transformation of the brand's visual identity and e-commerce presence.

Responsible for concept, design and execution of daily marketing email campaigns, site refreshes, organic social media, and paid media.

Led the ideation and development of concepts for seasonal still life and on-figure photography. Managed and mentored junior designers, freelancers, and interns.

FREELANCE

Digital/Graphic Designer + Art Director 2012–2016

Brands: Rebecca Minkoff, Intermix, Hickey Freeman, Kiehl's, Lancôme, Peter Thomas Roth Clinical Skincare, One Kings Lane, DreamCloud

Agencies: McCann New York, Bolds Creative, BrenesCo., VaynerMedia, Big Arrow Group, M BOOTH