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UX and Graphic Design
Alexis Eusebio-Baskerville
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Highlights

Earned the Graphic Design
Faculty Award 2021

Served as 2019 – 2020 Vice President
of Public Relations & Recruitment for
the National Society of Collegiate Scholars
chapter at the University of the Arts.

Nominated for Community
Involvement Award during the
2019 – 2020 school year.

Trustee's Award for Excellence in Arts
upon admission to the University of
the Arts Fall 2017.

Education

University of the Arts
August 2017 – May 2021
Graduated with a BFA in Graphic Design

Notable Courses

Active
UX Content Collective —
Fundamentals of UX Writing
Google UX Certification

Completed
Design Strats: Brand Identity
Design Strats: Non-Linear
Introduction to Interface Design
Advanced Typography
Advanced Digital Interactive Tech

Skills

Illustrator, InDesign, Adobe XD
Project Management
Organization
Communication
Basic HTML/CSS
Research

Experience

Fastmail, Philadelphia, PA
Junior Marketing Coordinator, February 2023 – Present
Sourced and managed inbound lead opportunities with podcasts,
influencers, social media, and blogs/targeted websites. Created content for blog
posts, ads, newsletters, displays, website, and social media content. Managed
ad campaigns and image production. Handled Customer Referrers Program and
swag inventory. Created and Implemented internal documentation. Researched
potential podcast guests.

Social Media and Marketing Intern, June 2022 – February 2023
Conceptualized and designed imagery compositions for company website.
Revised transcripts and composited body copy for social media platforms and
advertisements. Researched and documented users' feedback.

Cooper University Health Care, Camden, NJ
Patient Access Navigator, June 2019 – February 2023
Thrived working in a fast paced environment. Facilitated professional
patient access throughout the Cooper University Healthcare network
across disciplines. Served as team representative to improve Acombina
technology navigation.

Hopeworks N Camden, Camden, NJ
Website Development Associate, August 2018 – May 2019
Led design and development projects of websites for clients. Utilized Figma
and Wordpress. Recorded task completion for each design phase.

University of the Arts, Philadelphia, PA
Special Events Assistant, October 2017 – May 2018
Supported as a work-study Special Events Assistant for campus events
on an as-needed basis. Prepared event displays.

Camden County Technical Schools, Sicklerville, NJ
Graphic Artist July 2016 – June 2017
Designed posters, flyers, tickets, and T-Shirts for school and county events.
Filed and organized Admissions paperwork for potential students and made
informational phone calls to parents.