

# ALEXANDRA DE CESPEDES SILVA

ART DIRECTOR  
DESIGNER  
CONTENT CREATOR

LATINA ART DIRECTOR FROM MIAMI WITH A BOLD PERSONALITY, FUELED BY CAFECITO AND CUBAN TIME. MY LOVE FOR SOCIAL MEDIA AND MIMOSAS IS ONLY SURPASSED BY MY PASSION FOR CREATING AMAZING DESIGNS THAT WOULD MAKE MY MOMMA PROUD.

## Creative Adventures

### MADE HAPPY STUDIO LLC

CREATOR IN CHIEF | SEPT 2020-PRESENT

My creative studio supports small businesses & agencies by crafting dynamic brand identities, strategizing & creating social media content, & providing ongoing graphic design support.

### CANVA STUDIO

SENIOR DESIGNER + SM AFFILIATE | AUG 2020-OCT 2022

As Lead Designer, I spearheaded the creation of bespoke Canva templates for top-tier clients including HubSpot, LinkedIn, FedEx, Afterpay, Snapchat, and more.

### HUBSPOT + INBOUND CONFERENCE

FREELANCE DESIGNER | JULY 2018-PRESENT

Designed a wide range of projects, including eye-catching blog illustrations, social media posts, digital ads, & Inbound Conference presentations for top executives - Dharmesh Shah, Brian Halligan, and Yamini Rangan.

### ANSON STONER AGENCY

JUNIOR ART DIRECTOR | OCTOBER 2017-MAY 2018

Collaborated closely with the Creative Director on diverse design projects for high-profile clients including Seacoast Bank, Florida Citrus Sports, Subway, and Hard Rock Hotel & Casino.

### ALLEN & GERRITSEN

ART DIRECTION INTERN | MAY-AUGUST 2017

Pitched & designed integrated ad campaigns for a range of high-profile clients such as New Balance & Wahlburgers.

### &BARR

JUNIOR PRODUCTION ARTIST | JAN- DEC 2016

Assisted the Art Directors in designing compelling print deliverables for clients such as Rosen Hotels, Ruth's Chris Steakhouse, the American Diabetes Association.

#### WEBSITE

alexandradesilva.com

#### EMAIL

alex@madehappystudio.com

#### SOCIAL

@alexmadehappy

#### PHONE

(305) 798 - 0069

## the "Fun"amentals

### UNIVERSITY OF CENTRAL FLORIDA

AUGUST 2014 TO DECEMBER 2016

Bachelor's degree in Advertising-Public Relations with a focus on Graphic Design, showcasing expertise in creative communication for advertising.

### HONORS COLLEGE AT MIAMI DADE

AUGUST 2012 TO MAY 2014

Completed an Associates degree in Commercial Art while participating in the highly selective Honors College scholarship program.

## Mom's Brag Board

### ADCOLOR FUTURE, 2018

One of 30 top multicultural change makers in the advertising community. Awarded to young ad professionals who distinguished performance among peers and potential for significant contributions to the industry.

### ONE CLUB CREATIVE FELLOW OF THE YEAR, 2017

Annual award for exceptional creativity & leadership potential in advertising. Given to top MAIP participant by industry leaders based on portfolio, work ethic, creativity, and leadership potential.

### 4AS MULTICULTURAL ADVERTISING INTERN PROGRAM, 2017

MAIP is a highly competitive program that offers talented ad students the chance to work with leading advertising agencies, build their professional network, and develop the skills needed to succeed in the industry.

### AAFS MOST PROMISING MULTICULTURAL STUDENT, 2016

Chosen among the top 50 advertising students across the US, MPMS recognizes exceptional talent and potential in diverse seniors pursuing careers in advertising and marketing.

## Swiss Army Skills

#### ADOBE SUITE

Photoshop, Illustrator, Indesign, Lightroom, Adobe XD, Premiere

#### OTHER PROGRAMS

Figma, Canva, Showit Web Design, Procreate, Later, Flodesk, Do I even need to say, Microsoft Office?

#### CONTENT CREATION

Social Media Strategy & ideation, Design, Photography, & Video

#### LANGUAGES

English, Spanish, Gif