

ALEXANDRA DE CESPEDES SILVA

ART DIRECTOR,
PHOTOGRAPHER &
SOCIAL MEDIA
CONTENT CREATOR

My name is Alex and I'm the Creator in Chief of Made Happy Studio. I'm a Brand Designer, Photographer, Social Media Content Creator & Strategist. Made Happy was created to empower entrepreneurs, big or small, to craft their brand visions and social media presence with bespoke design & content creation strategy. Some of my clients include HubSpot, Canva, Afterpay, Fedex, Live Nation, Douglas Elliman Real Estate and LinkedIn.



@madehappystudio @alexmadehappy
business only personal + business



 madehappystudio.com

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EXPERIENCE



MADE HAPPY STUDIO LLC

Creator in Chief | 2020-Present

Started in 2020, my brand design & social media studio

CANVA STUDIO

Senior Designer + Social Media Affiliate | 2020-Present

Tasked to design a library of bespoke templates in Canva for enterprise clients like HubSpot, LinkedIn, Fedex, Orange Theory, Afterpay, Snapchat & More

HUBSPOT

Freelance Designer | 2018-Present

A multitude of projects involving Digital design & illustration; Design Inbound conference presentation decks for CEOs

LA COSTA COMMUNICATIONS

Freelance Art Director | 2018-2020

Design projects include Bahama Breeze, Seasons 52, Cheddars, & Goodwill

ANSON STONER AGENCY

Freelance Art Director | 2017-2018

Design projects include Seacoast Bank, Florida Citrus Sports, Subway, Hard Rock Hotel & Casino

VADELA AGENCY

Freelance Art Director | 2018

Design projects include Facebook, NBA, Slice Pizzeria, Mytex Home Fashions & Boundaries Travel

ACCOMPLISHMENTS

ADCOLOR FUTURE

One of 30 top multicultural change makers in the advertising community

4AS MULTICULTURAL ADVERTISING INTERN PROGRAM

The One Club Creative Fellow of the Year

AAFS MOST PROMISING MULTICULTURAL STUDENT

Top 50 Advertising Student in the Nation

AAF TOP CLUB PRIZE

Ad Club UCF for outstanding membership recruitment; Grew membership by 468%

AMERICAN ADVERTISING FEDERATION + AD 2 ORLANDO

Education Scholarship

EDUCATION

UNIVERSITY OF CENTRAL FLORIDA

August 2014 to December 2016

Bachelor's degree in Advertising-Public Relations with a concentration in Graphic Design.

HONORS COLLEGE AT MIAMI DADE

August 2012 to May 2014

Associates degree in Commercial Art. Was enrolled in the Honors College scholarship program in which I had to maintain above 3.5GPA.

SKILLS

ADOBE SUITE

Photoshop, Illustrator, Indesign, Lightroom, Premiere

CONTENT CREATION

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

OTHER PROGRAMS

Canva, Showit Web Design, Procreate, Later, Flodesk

LANGUAGES

English, Spanish, Gif

