

Alex Hesse
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Education

Florida International University Miami, FL
Bachelor of Fine Arts Degree in Digital Arts May 2024
Concentration: **Graphic Design**
Minors: Art History
GPA: 3.63 (Cum Laude)
Awards: Dean's List
Certifications: [INNOVACIÓN Y AGILIDAD](#)

Experience

Freelancing March 2020 - Present
Graphic Designer & Digital Artist Remote/Miami, FL

- Leveraged Adobe Creative Suite (Photoshop, Illustrator, After Effects and Premiere Pro) to produce 100+ multimedia pieces and marketing assets over 5+ years of freelance experience, supporting client branding strategies and communication goals.
- Co-founded an independent multimedia studio, delivering graphic design, branding and audiovisual production services for diverse clients ensuring consistency across digital and print platforms.
- Produced, filmed and edited promotional video content and motion graphics, combining graphic design, animation, and visual storytelling for marketing initiatives and social media.

Florida Grand Opera February 2024 - May 2024
Graphic Design Intern Miami, FL

- Created and helped in the development of marketing materials such as brochures, flyers, social media graphics, and e-blasts using Adobe programs in support of the newest Opera Season.
- Produced and edited promotional videos using Adobe Premiere Pro for marketing campaigns, showcasing products/services and engaging target audiences.
- Managed and maintained the company website using WordPress, ensuring regular updates and improvements to enhance user experience and reflect current offerings.

Tecsup January 2025 - February 2026
Diseñador Creativo Hybrid

- Designed visual communication pieces for digital and print channels including brochures, flyers, banners, and performance driven digital content for social media and web to support business and marketing objectives.
- Contributed to art direction and visual innovation, exploring new formats, styles, and creative approaches aligned with market trends and brand strategy.
- Developed graphic design proposals for effective communication across digital platforms and traditional media, aligned with the marketing strategy of the product portfolio.
- Produced advertising videos, motion graphics and other media for digital campaigns.
- Applied and supervised the correct use of brand visual guidelines across all products and services, ensuring visual consistency and quality.
- Collaborated closely with Marketing, Commercial and Academic teams to deliver cohesive, business driven visual communication solutions.

Skills

Software: Photoshop, Illustrator, Premiere Pro, After Effects, InDesign, Wordpress, Wordfly, Blender, AI, Canva
Languages: Native in Spanish, Fluent in English, Beginner in Italian