

ABOUT



Hard-working woman, born and raised in Mexico, with over 10 years of experience in the design field in the US. I am a creative director who leads and inspires a team of designers and writers, with entrepreneurial spirit and leadership qualities who is energetic, positive, and resourceful. I am passionate about translating design concept and strategy into creative solutions that communicate the value and vision of our clients.

- Ambitious • Experienced • Goal Oriented • Determined
- Team Player • Leader • Multitasking • Keen Eyed
- Creative • Visionary • Innovator

CONTACT

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EXPERTISE SOFTWARE LANGUAGES

- | | | |
|----------------------|------------------------|-----------|
| - Branding | - Adobe Creative Cloud | - English |
| - UI / UX Design | - Lightroom | - Spanish |
| - Packaging Design | - Canva | |
| - Storyboards | - AutoCAD | |
| - Art Direction | - Revit | |
| - Project Management | - Microsoft Office | |
| | - Asana | |

EDUCATION

- Strategies that Build Winning Brands certificate - 2023*
Kellogg School of Management
- Master of Interior Architecture - 2015*
Florida International University
- Associate of Arts in Interior Design - 2014*
Miami Dade College
- Bachelor's in Graphic Design - 2013*
Universidad Nueva Esparta

ORGANIZATIONS

Honor Student of *Tau Sigma Delta*, and *Sigma Alpha Lambada*. IASO VP Interior Architecture Student Organization at F.I.U. 2014-2015

ALEJANDRA SAUL

CREATIVE DIRECTOR

WORK EXPERIENCE

• Creative Director

2022 - Present

Evi Labs - Miami, FL

- Responsible for a creative team consisting of 2 art directors, 3 copywriters, 5 graphic designers, 2 UI/UX developers, and various agency accounts.
- Clients include small and medium distributors with private labels, and prominent public figures launching their products.
- Designed new brands for consumer packed goods targeting a diversity of Latin American Hispanic consumers (Mexico, Venezuela, Cuba, Colombia and Guatemala) in the United States.
- Researched target markets and designed go-to-market strategies
- Brands launched resulted in products carried by large retailers, including CVS, Walmart, Walgreens, and Amazon.
- Wrote and edited engaging copy for campaign assets including marketing collateral, landing pages, social media, trade shows materials, events campaigns, infographics, and emails.

• Creative Manager / Sr. Graphic Designer

2019 - 2022

Evi Labs - Miami, FL

- Provided brand and project management for planning, design, development, and implementation of marketing design initiatives aligned with business priorities and goals.
- Researched new software and design concepts for digital and print publications, created strategic communication materials and creative assets supporting the new strategic marketing initiatives.

• Graphic Designer

2017 - 2019

Evi Labs - Miami, FL

- Designed and produced multimedia and graphic content on a variety of platforms, including print and online, following brand guidelines.
- Worked with the creative team and others to conceptualize, manage and produce high quality, on-strategy and on-brand marketing collateral across various print and digital media types.

• Branding Consultant

2019 - Present

Freelance

- Created a new brand or re-brand including brand name, logo, motto, strategies, etc. for our clients to differentiate them from their competitors. Sourced and developed new strategic partnerships, social engagements and advertising opportunities that generated new revenue streams.

• Interior Designer

2015 - 2017

Building Center No.3 - Miami, FL

- Worked in project management, space planning, production of architectural drawings, FF&E selection, procurement supervision, site visit follow-ups, preparation of presentations and furnishing, color & material boards.

• Graphic Designer

2013 - 2014

Lionshine - Miami, FL

- Created images, icons, and marketing material that followed the company's brand guidelines.