

ALEXA MACFARLANE

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Experience

Graphic Designer | Capelli New York

New York, NY | August 2015 - present

Design and illustrate original artwork and graphics for both Capelli NY and private label accessories for women and children including rainwear, hosiery, legwear, cold weather, footwear, and more from concept to production; Create textile prints and repeats; Prepare artwork for sampling and production; Design with various product limitations/materials such as knitwear, jacquard, and screen print; Communicate and collaborate with product development team and international factory; trend researching through retailing and attending industry shows

Office Assistant | Robert Stilin Interior Design

East Hampton, NY | March 2015 - August

Managed and maintained high end vintage and antique furniture showroom in high end interior design office, greeted clients, assisted with financial bookkeeping, assisted interior designers in maintaining goods at clients' residencies, created and maintained client mailing lists

Illustrator & Designer | Mainstream International

Edison, NJ | August 2012 - March 2013

Created original illustrations and designs from concept to production for home decor with an emphasis in kitchen textiles and soft goods for everyday and seasonal programs; created textile repeat patterns; designed using limited color palette, embroidery, and applique techniques; designed die lines, packaging, and labels; prepared artwork for international and domestic production; redesigned corporate identity and logo, selected and trended colorways; communicated with both international and domestic factories for production; trend researched and sourced, including shopping the market; attended industry lectures and shows such as NYIGF & PrintSource

Graphic Designer | Freeze CMI

New York, NY | August 2011 - August 2012

Designed graphics for junior girls' and women's sportswear in both licensed and generic art for retailers such as Forever21, Hot Topic, Kohl's and more, researched trends, prepared designs for sampling and production

Intern | Melanie Hope Greenberg Illustration

Brooklyn, NY | January 2011 - May 2011

Book keeping and filing office and financial documents, assisted with promoting and marketing children's books, created and maintained client and mailing lists

Education

BFA Communications Design, Major in Illustration | Pratt Institute

Brooklyn, NY | August 2008 - May 2011

Skills

Mac and PC Platforms, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Coyote Generation Digital, Microsoft Office, Drawing and painting in both digital and traditional media in various styles, Designing for textile, apparel, and home decor including print repeats

Activities & Awards

Pratt Show 2011 New York, NY | May 2011

Participant, Selected Among top forty percent of graduating class

Sigma Sigma Sigma Sorority Pratt Institute | September 2009 - present

Member, former Fundraising Chair

President's List Pratt Institute | Fall 2009 - Spring 2011

Fall 2008 - Spring 2011

Publications

Constellation Magazine "Divination & Dreamscapes" | January / February 2010

Featured "Jill Tracy" illustration

*References available upon request