



ALECGGASCHEN

graphic designer
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EDUCATION

Louisiana State University Class of 2016

Major : Graphic Design
Minor : Advertising

EXPERIENCE

LSU Student Media - Advertising

SENIOR AD DESIGNER - 1 YEAR - 2014

Designed and processed advertisements to be inserted into the Daily Reveille, LSU's daily publication.

LAYOUT DESIGNER - 6 MONTHS - 2015

Responsible for laying out ad placement and creating event callendars for the Daily Reveille.

BR Zoom

STUDENT INTERN - 3 MONTHS - 2015

Learned about the industry of branding and improved certain design skills. Focused on alcohol packaging.

Graphic Design Student Office - LSU

GRAPHIC DESIGNER - 8 MONTHS - 2015/16

Worked day to day with many different clients, with work ranging from branding to print publication. A large portion of the projects were done for other entities within LSU.

Modiphy Design

STUDENT INTERN - 3 MONTHS - 2016

Worked on many tasks using existing branding guidelines. Also worked on some logo design and Mailchimp design.

WORKSHOP / CONFERENCE

American Advertising Federation

STUDENT CONFERENCE - 8 HOURS - 2014

Participated in a conference of mass communication and graphic design students. The students were seperated into aproximately 15 groups of 10 and were assigned with the task of rebranding a company - in this case a governmental organization trying to promote Midtown Houston.

STUDENT CONFERENCE - 8 HOURS - 2015

Participated in the same conference as the past year, but this time had a different client. The project was to brand a series of parties hosted by the Houston Museum of Natural Science.

Richard Niessen

WORKSHOP - 2 DAYS - 2016

Participated in a workshop by acclaimed graphic designer, Richard Niessen. Created a series of visual patterns that Niessen would use as part of an exhibition at a later date.

SKILLS / MISCELLANEOUS

Adobe Creative Suite Proficiency

Illustrator, Photoshop and Indesign.

Illustration and Branding

Learned from a variety of in-class projects, internships and freelance jobs.

Fluent in English and French

Learned at an early age from living in Switzerland with a Swiss father and an American Mother.

Bass Guitar

Have been playing for about 6 years, on and off.

Scovile Scale Aficionado

Will pour hot sauce on just about anything. It's best if we don't discuss the limits.