Alex Blechta,
Graphic Designer & Photographer

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705.305.5135
Toronto ON
(Willing to relocate)

EXPERIENCE

Cineplex | Jr. Graphic Designer & Email Developer
January 2022 - March 2024 (2 years)

- Implemented Salesforce and AJO platforms to craft bilingual email campaigns adhering to brand guidelines, meeting weekly deadlines, resulting in increased engagement metrics.
- Enhanced Playdium email templates based on user insights and design trends, aligning with evolving brand identity, resulting in a 30% rise in click-through rates.
- Executed diverse campaigns and web banners reflecting brand ethos and promotions, meeting various size and specification requirements, boosting click-through rates by 25%.
- Revamped email workflow and task allocation methods, streamlining production processes, leading to a 50% increase in output efficiency.

Pari Studios | Creative Director & Artist Manager
February 2020 - December 2021 (1 year)

- Orchestrated a year-long music and video campaign, collaborating with marketing firms, directors, and designers, achieving a 40% growth in artist's fan base.
- Conceptualized and executed comprehensive release strategies for album covers, music videos, Spotify canvases, and social media content, doubling online engagement.
- Directed music video productions, ensuring adherence to brand ethos and sound integrity, resulting in a 50% increase in YouTube views.

PB+J | UX Designer & Developer Intern
May 2019 - August 2019 (3 Months)

- Utilized Figma and Squarespace to design and develop accessible websites, aligning with AODA standards and user preferences, increasing user satisfaction.
- Facilitated communication between remote teams, bridging gaps between designers and developers, resulting in a reduction in project delays.
- Spearheaded brainstorming sessions with stakeholders, showcasing design processes through wireframing, fostering innovative solutions for user-centric experiences.

EDUCATION

**York University &
Sheridan College (YSDN)
Toronto Ontario, Canada**
Bachelor in Design (BDes)

**Monash University
Melbourne Australia (MADA)**
Exchange Program

TOOLS

Adobe Creative Suite, Figma, Squarespace, Salesforce Marketing Cloud,

AJO, AODA Accesibility, Notion, Mailchimp Microsoft Office, Gsuite, Salesforce, HTML5/CSS3, Bootstrap 4, Javascript, jQuery Microsoft Teams

ACCOMPLISHMENTS

Domtar Award for Print Design
2021, Honourable Mention, RGD Student Awards

Popularity Prize for Branding & Identity
2021, RGD Student Awards

Featured Portfolio for Design
2021, Bestfolios

Premise Award for Promotional Web Design
2019, Honourable Mention, RGD Student Awards

Design Hackathon
2018, York Sheridan Design Program