



ALEX **VERNAZA**

Web | Graphic Designer

*Alex*



# ALEX VERNAZA



Sony Ericsson



FONTAINEBLEAU



FOUR SEASONS



CALIFORNIA CLOSETS

## Work Experience



Web Development

Package Designs

Ecommerce

Copywriting

Social Media

Photography

Vector Logos

Stationaries

Illustrations

Branding

Editorial



*"My goal is to work as a Web/Graphic Designer in a fast-growing company which promotes innovation, competitiveness, passion and encourages its employees to drive change."*

*Alex*

**10**  
YEARS  
Experience



(305) 458-3281



artav.usa@gmail.com



www.qastudios.com



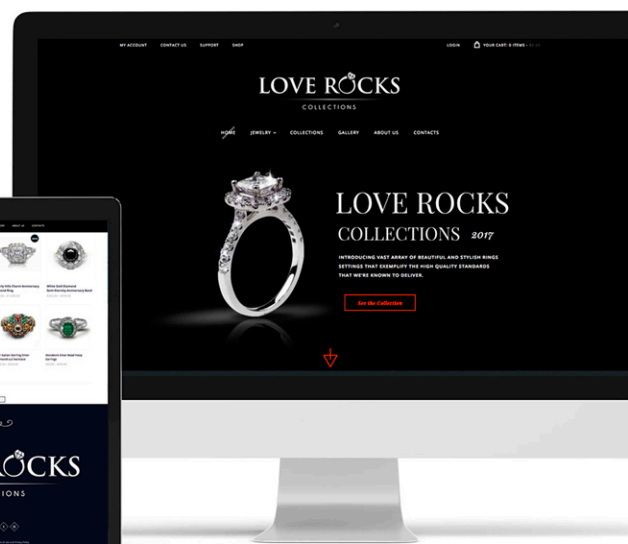
3261 SW 189th Ave.  
Miramar FL, 33029



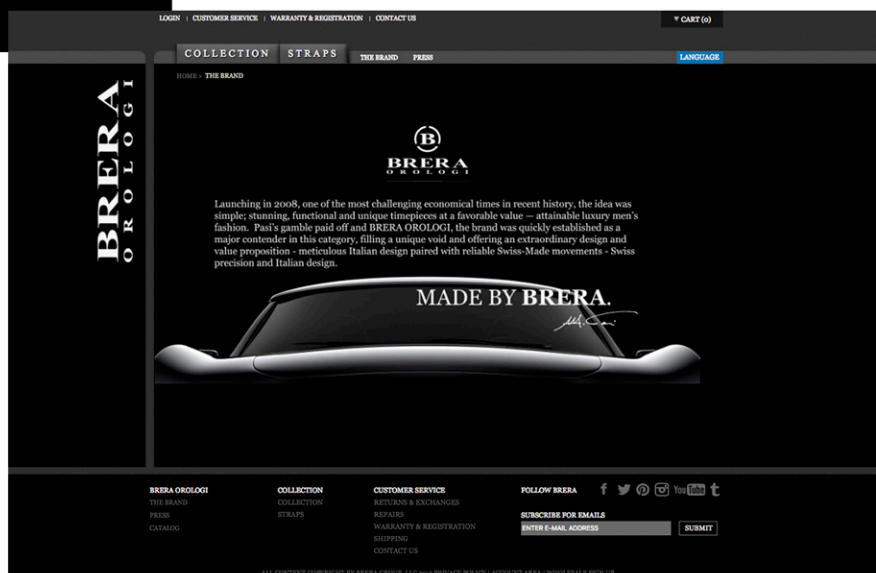
# UI / UX Developer

- ■ ■ ■ ■ Delivery
- ■ ■ ■ ■ Copywriting
- ■ ■ ■ ■ Design

JCA- HTML Web Design 2017



Love Rocks- Ecommerce Web Design 2017



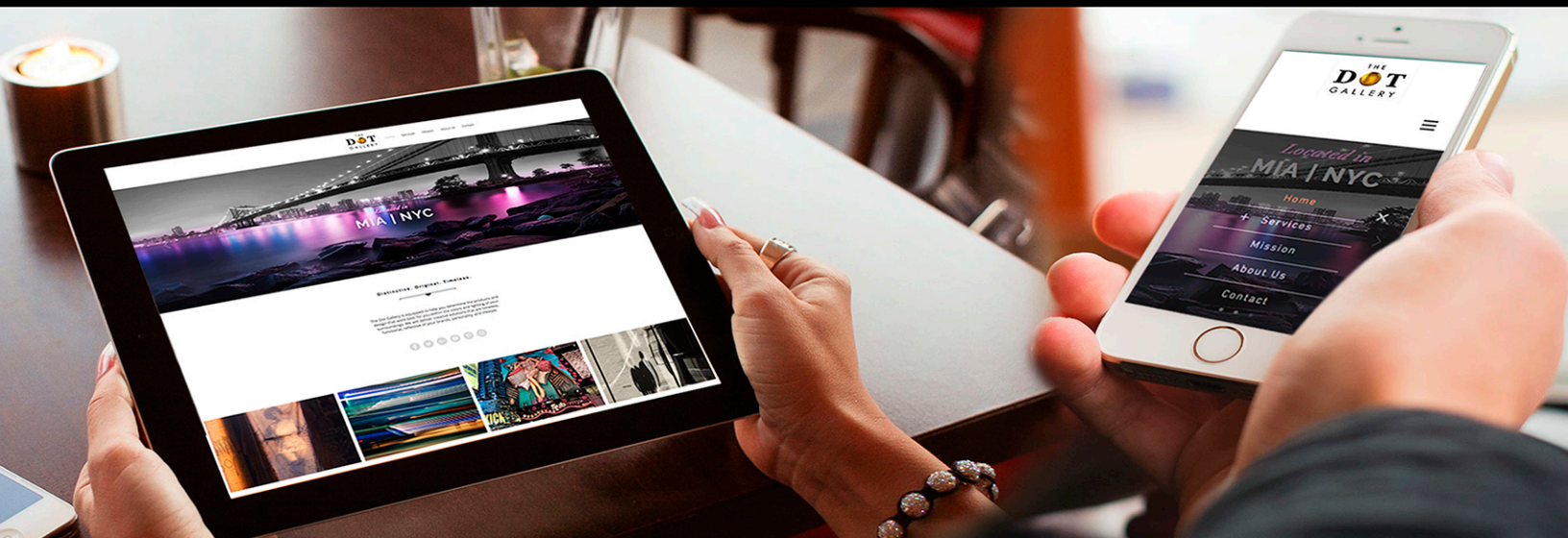
- Managed all web design themes through HTML, CSS, Word Press and WIX software applications

Brera Orologi- Web Maintenance & Logistics 2011

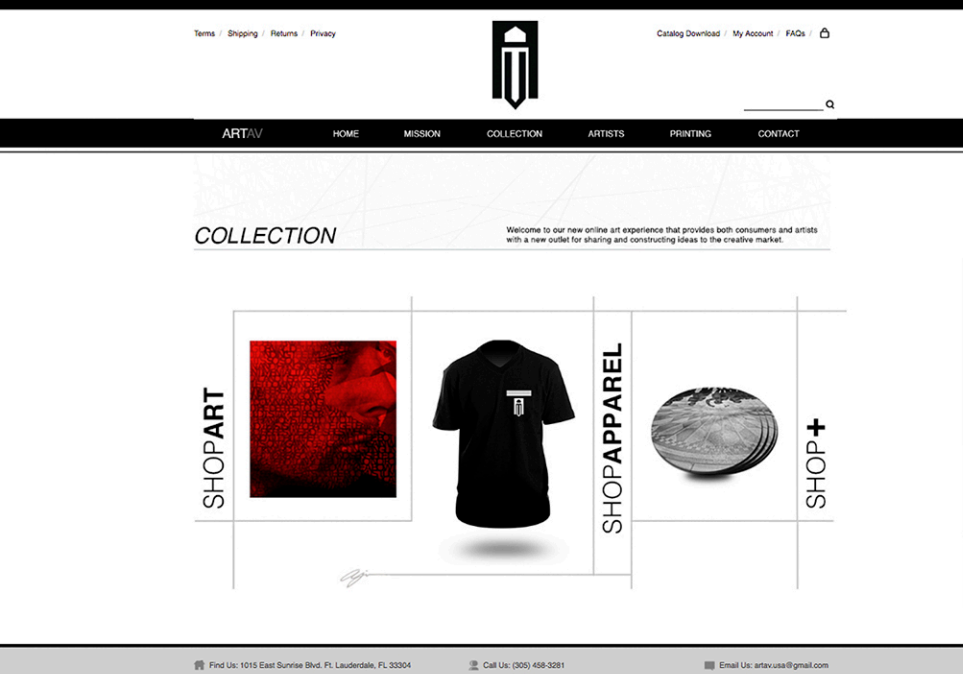
6  
YEARS  
Experience

# ECOMMERCE Websites

- Word Press
- Social Media
- Responsive



- ▶ Developed and delivered responsive web designs to several businesses, executing effective logo brand identities, web banners, copywriting, product photography and stationary designs.



## Love Rocks- Custom Integration 2017

### 1/8 CT. TW. DIAMOND BAND IN 14K GOLD

\$156.00 – \$304.00

Partitur magna cras vel libero hendrerit vel nam in sapien id urna egestas cursus. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Metal:

Size:

Shape:

Clarity:

Color:

1

SKU: 2837  
Categories: Bridal Rings, Necklaces, Rings  
Tags: Rings, Watches, Wedding  
Product ID: 298

ARTAV- Creative Web Portfolio 2014

3  
YEARS  
Experience

DESCRIPTION ADDITIONAL INFORMATION REVIEWS (0)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



# MARKETING

## Campaigns



- Billboards
- Attention to Detail
- International Visuals



- ▶ My designs are inspired by modern commercial trends. They are generated visuals developed by impounding imagery that utilize graphics to enforce quality and communication.

Kokobone - Re-branding Programs 2017



Brera Orologi - Int'l Visual Concepts | Ft. lauderdale Billboard 2010

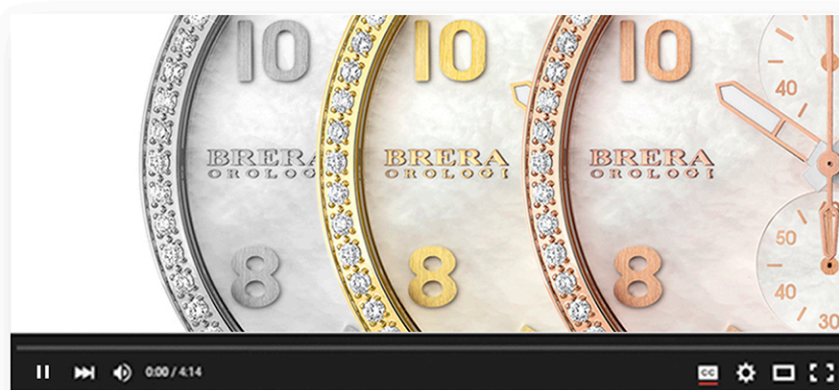
7  
YEARS  
Experience



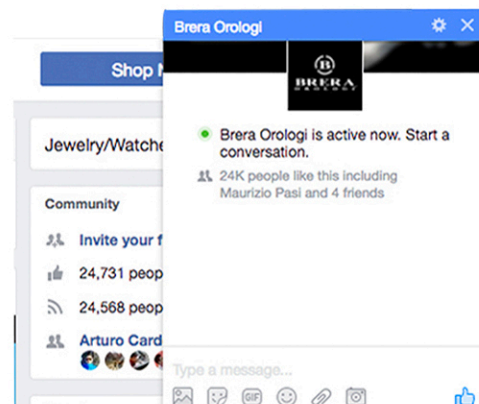
# SOCIAL MEDIA Marketing



Brera Orologi - Facebook advertisement 2011



- Managed well-researched and high-quality content for SEO, websites, blogs, and other marketing platforms such as video editing and impounding visual graphic design concepts.



Brera Orologi - Youtube Video Editing 2011

6

YEARS  
Experience



# PRODUCT Development

- ■ ■ ■ ■ Vector 3D
- ■ ■ ■ ■ Prototypes
- ■ ■ ■ ■ Results Oriented

## Brera Orologi - Packaging Renders 2011

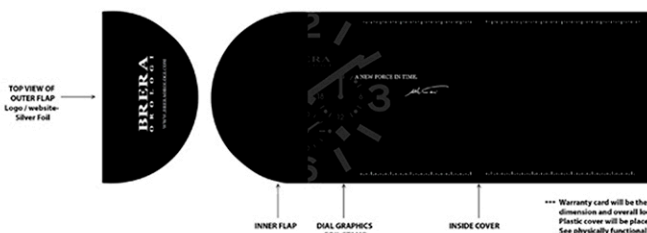
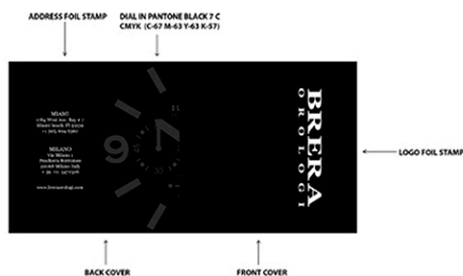
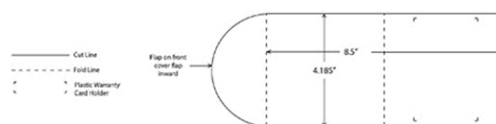


### IMPORTANT NOTES:

- Cover booklet - 4.185" x 8.5"
- Binding on the 4.25" (each side)
- Stock Cover on Classic Crest Epic Black 100 # (See Brera Business Card for references)
- Printing on Cover: silver foil (logos, inner dial flap, and back cover addresses)
- Diecut: Cover has a semicircular flap on the front cover (4.211" x 4.209") and a 3.75" vertical pocket on the back cover (see sketch)
- Binding: Perfect Binding (See Glam Rock example)

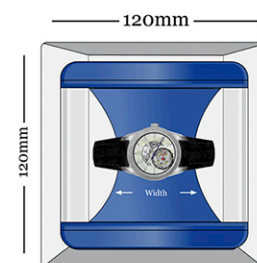
### For more information:

- Please revisit the physical examples mailed for demonstrations and overall look or contact us at: [brera@breraorologi.com](mailto:brera@breraorologi.com)  
My name is Alex Vernaza (Brera Graphics)



### NOTE\*:

- Cone will also be clear plastic
- Cone width needs to accommodate 45mm + 41mm



### FRONT VIEW (Width/Dimensions to fit watch comfortably)

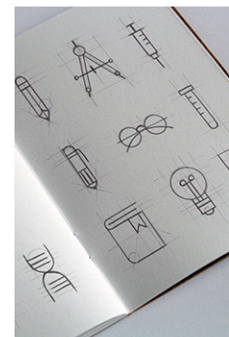


► Focused on the quality control of the outgoing product and ensured it met the industry standards.



Easy signs - New Acrylic Product Line 2014

Standard Package	Premium Package	Luxury Branding
\$20/mo   \$300+	\$25/mo   \$500+	\$30/mo   \$600+
Facebook Advertisements Direct & Email Blast Marketing Basic Video Editing 30sec - 1min Content Marketing	Facebook Advertisements Direct & Email Blast Marketing Seasonal Advertisement Campaigns Advanced Video Editing 1min - 2min Content Marketing	Facebook Advertisements Direct & Email Blast Marketing Seasonal Advertisement Campaigns Expert Video Editing 2min - 5min Content Marketing SEO Boost



QA Studios - Product Budget Programs 2017

7

YEARS  
Experience

# PACKAGE Design

■■■■■ Prepress  
■■■■■ Illustrator  
■■■■■ Quality Driven



Discount Mugs - New Product Line 2008

► I have designed seamless and innovative structural packaging concepts through the creative process of manufacturing and producing product displays



Tutti Frutti - Product Display 2012

Discount Mugs - Children's Product Line 2008

8  
YEARS  
Experience



# EDITORIAL Designs

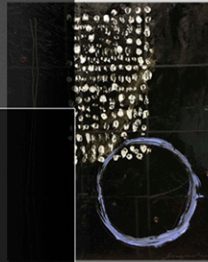
■ ■ ■ ■ ■ Creative  
■ ■ ■ ■ ■ In Design  
■ ■ ■ ■ ■ Strategic thinker

## THE DOT GALLERY Hospitality

The Dot's goal is to provide our clients a seamless experience knowing that our professional design team will be hard at work to deliver our unique vision for their brand of properties. Our work features fine art blended with visual designs that will enhance, elevate and increase the value of any project. We accomplish all this by collaborating with developers, interior designers talented artist integrating their work into The Dot Gallery product design process.

SERVICES: Real Estate Developments | Courtyards | Hotels | Restaurants

## THE DOT- Catalog Spread 2016



- ▶ My creative process conveys a clear message with vibrant colors graphics and bold taglines. An effective advertisement or publication begins with a memorable concept and quality consistency.



## MDC - AD Contest 2009



## Neiman Marcus - Catalog Spread 2010

NEWD - NYC Internship 2008

8  
YEARS  
Experience



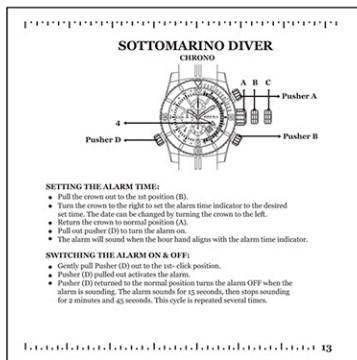
# STATIONARY Designs

- ■ ■ ■ ■ Layouts
- ■ ■ ■ ■ Designs
- ■ ■ ■ ■ Accuracy

University of Miami- Brochure Printing 2013



- My promotional designs begin with an unfiltered communication and collaboration between clients or prospective consumers. All designs are created using refined state-of-the-art materials.



Brera Orologi- Watch Manuals 2010

8  
YEARS  
Experience



# VECTOR

## Designs

- ■ ■ ■ ■ Technical
- ■ ■ ■ ■ Logos
- ■ ■ ■ ■ Concepts

CASA Q- Architectural Render 2016



- ▶ I create illustrations that captivate the imagination through precision and efficiency.  
Facilitated numerous brand logos, apparel designs, and packaging layouts.



8  
YEARS  
Experience



# PREPRESS

## Operations

- ■ ■ ■ ■ Set Ups
- ■ ■ ■ ■ Production
- ■ ■ ■ ■ Process

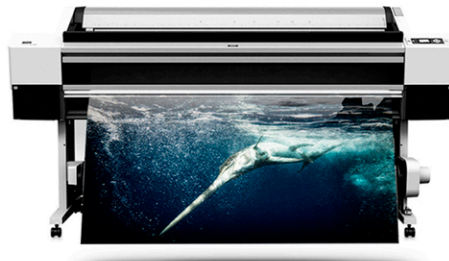
Cheri Dori - Retail Store Signs 2015



- ▶ Managed the graphic design, sales, and the printing production department, overseeing daily operations. Other areas of expertise: scheduling, procurement of printing medium, product costing and retail pricing.



Art Basel - Fine Art Galleries 2016



Trump Int'l - Tradeshow Display 2014

7  
YEARS  
Experience



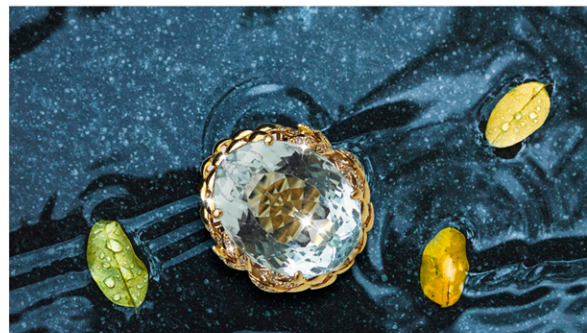
# PRODUCT Photography

- ■ ■ ■ ■ Composition
- ■ ■ ■ ■ Technical
- ■ ■ ■ ■ Output



Love Rocks - Web Product Assortments 2017

- ▶ Graduated from the Art Institute with a BFA with a concentration in Photography. I am a highly-trained photographer focused on the modern technology trends of commercial markets.



Easy Signs - Catalog Photography 2015

Brera Orologi - Editorial Photography 2010

10  
YEARS  
Experience