

Alexander Martin

Graphic Designer

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Personal Statement

I am a graphic designer who believes in visual storytelling to inspire, engage and educate audiences. I have experience with a variety of projects where I applied my technical and creative abilities to solve a diverse range of customer-based problems. Whether it's branding, creating cross media campaigns or redesigning a webpage, I am always looking to grow my knowledge of design to create captivating and memorable experiences.

Employment

Graphic Designer, Hennepin County

(Internal Title: Communications Specialist)

January 2026 – Present | Full-time

Collaborating with partners from different departments to create graphics, marketing materials, motion graphics, advertisement campaigns and other multimedia deliverables. Ensure designs align with brand standards and meet program and project goals.

- Helping with executing Hennepin County rebrand
- Producing creative materials for Hennepin County and METRO Blue Line Extension

Graphic Design Intern II, Hennepin County

October 2024 – December 2025 | Part-time

Created and presented designs for social media, print collateral, advertisements, web, and executive presentations to the design team and clients. Collaborated with a Communications Creative Team to develop campaign concepts and strategies.

- Helped with executing Hennepin County rebrand
- Collaborated with the social media team to implement the new brand and develop the visual system for the County's newsletters.
- Designed visual identity for Countywide Awards Department Winner for Innovation: Hennepin GO

Graphic Designer, University Recreation

May 2023 – May 2024 | UW-Stout Internship

Designed marketing material for events and services. Worked independently and collaborated with coordinators and external vendors.

Achievements

Hennepin GO

Department Winner

2026 Countywide Awards – Innovation Award

Live'more

Bronze Award

2025 MN AdFed Student – Integrated Consumer Campaign and Television Campaign

Forget About It

Bronze Award

2024 MN AdFed Student – Consumer Campaign

Education

University of Wisconsin-Stout

BFA Graphic Design & Interactive Media

Class of 2024 | GPA: 3.19

- AIGA participation
- Classes related to advertising design, branding, motion graphics, web design, UX design, and typography

Graphic Media and Print Management Minor

- Classes related to managing content for various stakeholder groups with multiple platforms for graphic content

River Falls High School

High School Diploma

Class of 2020

- Involved in marching, jazz and concert bands, tennis, swimming, and robotics club

Skills

- Branding
- Advertising Campaigns
- Motion Graphics
- Visual Design
- Interaction Design
- DOM Manipulation
- Web design

Languages

- HTML/CSS
- jQuery
- JavaScript
- PHP
- Bootstrap

Tools

- Adobe Suite
- After Effects
- Adobe Illustrator
- Adobe Express
- Adobe InDesign
- Cavalry
- Figma
- Photoshop
- Webflow

Experience

Advanced Art Workshop: Dutch Graphic Design Practice Study Abroad | June 2024 | Belgium & Netherlands

- Developed a wider design sense from four unique workshops
- Worked with and learned from five professional designers
- Enhanced critical and creative thinking as well as collaboration skills