

Alex Caruso

Graphic Designer

Graphic designer skilled in brand identity and visual communication across diverse media. Delivers high-quality visuals across social media, web, and print.

Contact

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Education

Graphic Design, BA
Southern New Hampshire University
May 2022 - August 2025
Honor Roll 12x, President's List 5x
3.97 GPA

Software

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Canva
Figma
ProCreate

Skills

Advertising Design
Branding & Identity
Typography
Layout Design
Photo Editing
UI/UX Principles
Digital & Print Design
Social Media Graphics
Apparel & Merchandise Design
Book & Cover Design
Data Visualization
Content Creation
Digital Marketing
Email Campaigns
CMS Management
Cross-Platform Advertising
Client Presentations

Experience

Freelance Graphic Designer | March 2024 – Present

Self-Employed | Remote

- Designed comprehensive brand identity packages (logos, style guides, collateral) for small businesses, including Atlanta Legal Defense, Cruz Carpet Solutions, and Paz Mental Performance.
- Contributed icons, custom headers, and backgrounds to the Leading Agile website redesign (June–Aug 2025), collaborating with the design team remotely.

Graphic Design Intern | April 2025 – Present

National Fighting Championship | Atlanta, GA

- Created promotional materials including event posters, table tent flyers, and digital banners for combat sports events.
- Balanced multiple deadlines for live events while aligning designs with brand standards.

Coach & Department Head | July 2018 – April 2025

Straight Blast Gym Atlanta | Buford, GA

- Designed all promotional materials, including event branding, digital graphics, and advertisements, contributing to a 150% increase in student attendance.
- Led a team of assistant coaches, demonstrating strong leadership and project management skills in a fast-paced environment.
- Oversaw sales processes and client outreach, contributing to growth from 250 to 700 students.

Design Consultant | June 2016 – May 2018

Floor & Decor | Buford, GA

- Assisted clients in designing kitchens, bathrooms, and flooring layouts
- Created customized design plans tailored to customer preferences, utilizing visual merchandising principles.