

alessia
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education

UNIVERSITY OF MIAMI

MIAMI, FLORIDA

2020 - 2022

B.S.C. CREATIVE ADVERTISING

GPA 3.809

SCHOOL OF THE MUSEUM OF FINE ARTS AT TUFTS UNIVERSITY

BOSTON, MASSACHUSETTS

2018 - 2020

B.F.A. GRAPHIC ARTS

software

ADOBE ILLUSTRATOR

ADOBE PHOTOSHOP

ADOBE INDESIGN

ADOBE LIGHTROOM

GOOGLE WORKSPACE

FIGMA

skills

ART DIRECTION & PHOTOGRAPHY

PRINT & EDITORIAL DESIGN

USER INTERFACE DESIGN

LEADERSHIP EXPERIENCE

language

BILINGUAL IN SPANISH & ENGLISH

PROFICIENT IN ITALIAN

work experience

GRAPHIC DESIGNER

SHOMA GROUP - CORAL GABLES, FL

JUNE 2023 - AUGUST 2025

Designed and executed visual content across print and digital platforms for Shoma Group's residential and hospitality properties. Translate brand strategy into compelling visuals with a focus on cohesive storytelling, layout, and design systems. Act as a primary visual lead for Shoma Bazaar, shaping the brand's aesthetic across social, web, and marketing channels.

CREATIVE FOCUS: print & editorial design, email + sms marketing, copywriting, art direction, photography.

VICE PRESIDENT OF CREATIVE

ORANGE UMBRELLA STUDENT CONSULTANCY

UNIVERSITY OF MIAMI - CORAL GABLES, FL

AUGUST 2022 - DECEMBER 2022

Led the creative department of the university's student-run agency, overseeing internal and external branding initiatives. Directed visual strategy for real clients, managing cross-functional teams of designers and copywriters while ensuring high-quality creative output.

CREATIVE FOCUS: branding, logo design, art direction, photography, leadership, client relations.

GRAPHIC DESIGNER

VCV AGENCY - MIAMI, FL

FEBRUARY 2022 - DECEMBER 2022

Designed branding and social media content for a diverse client base, with a focus on cohesive visual identity and cross-platform consistency.

CREATIVE FOCUS: logo design, print design, social media.

