

# Alexandra Colisto

DIGITAL DESIGNER

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## Profile

I'm a pixel-pushing, quirky gal, friend to all dogs and french fries. I love designing: I love the process, the challenge, the rewards, and just how much fun it can be. I'm small but mighty. I studied abroad in Brisbane, Australia where I was bitten by the travel bug...and also a wicked spider. The pictures of my allergic reaction are legendary. I'm a huge New York Rangers fan, I try to read at least one book a week (my goal is 75 books for this year), and I crochet dog sweaters.

## Education

Quinnipiac University 2016  
B.A. Interactive Digital Design  
Minor; Computer Science

## Skills

Photoshop, Premiere Pro, Illustrator, Figma, Sketch, CapCut, TikTok, Instagram

## Work Experience

### Peloton Interactive

Sept. '23 - Present, New York, NY (Contractor)

#### Content Creator

Responsible for developing and executing creative and effective social media content to increase brand awareness, engagement, and online presence.

### Walmart

July '20 - Aug. '23, Hoboken, NY (Remote)

#### Art Director

Develop creative concepts and strategies for various video projects, including short-form videos, social media content, and brand campaigns. Lead the development of trend-based content that resonates with the target audience and drives engagement and growth.

#### Senior Social Media Designer

Concept and art direct video shoots & photo shoot to create organic assets for social media channels. Worked to concept various Walmart YouTube series. Helped plan the TikTok content creator strategy and in charge of creating assets for the Test & Learn/Reactive social trend team.

#### Social Media Designer

Concepted and designed social media content across all social channels (IG, FB, TW, YT, TT, PIN) within the Cross Categories/ Local/ Seasonal vertical as well as helping out with Walmart + social assets.

### HangarFour (DKC)

Jan. '19 - Mar. '20, New York, NY

#### Lead Digital Designer

Focused on creating click-worthy organic social media content and paid ads for 15+ unique clients, while also assisting senior creative staff on a wide range of projects including building decks and developing brand collateral for multiple clients. Ideated and executed digital & creative strategy daily while seamlessly self-managing.

### DLC Mgmt Corp.

Oct. '16 - Dec. '18, Elmsford, NY

#### Digital Media and Design Manager

Worked closely with the Director of Marketing to determine marketing strategy and brand positioning. Created & maintained digital style guides and ensured brand continuity by designing assets based on those guidelines. Designed content for websites, social media, & email.

#### Digital Designer

Created new design themes for marketing and collateral materials to promote DLC's brand including social media graphics, trade show material, and website updates.

