

ALEXIS ARRA

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EXPERIENCE

Artisanal Brewing Ventures - *Senior Graphic Designer (April 2021 - Present)*

Philadelphia, PA / Graphic Designer (October 2017 - March 2021)

Lead Senior Designer on 45+ label & package designs including the refresh of the US #1 craft variety pack, multiple nationally & locally marketed beers, 5 hard seltzers, 5 beers within Sixpoint's Infinite Loop Series, and over 35 beers within the Charlotte Brew'd series and Sixpoint small batch series. Recently promoted to lead Senior Designer for Southern Tier Brewing Company, which is ABV's second largest brand in the portfolio. Previously lead designer for Sixpoint Brewery where I was the main creative on the brand's refresh rolled out in 2021 and new look for Sixpoint's Infinite Loop Series. Lead designer for the new Sixpoint Taproom opening in Brooklyn, NYC October 2022.

Communicate directly with brand managers, supply chain, and print vendors to ensure accurate color matching and on-time delivery. Identify, address, and solve design challenges by partnering with the brand team to better understand the marketing position and strategy. Research and analyze market trends to ensure brands and designs are appropriately resonating with targeted consumers. Collaborate with designers and digital marketing producers to create engaging online content, increase followers on social media platforms, and ultimately, drive in-store sales. Streamlined and improved designer and brand management work-flow across 4 breweries by implementing a standard form of processes in regards to designer feedback. Piloted interior and exterior designs for Victory Brewing Company's Downingtown Taproom, Bold Rock Hard Cidery in Downtown Asheville & the new Sixpoint Brewery taproom projects focusing on wall art, branded posters, street and building signage, paint, and building murals.

Laird+Partners Creative Agency - *Graphic Design Intern*

New York, NY / May 2016 - August 2016

Collaborated with art directors, strategy managers and account managers to create unique identities and insightful marketing approaches for high-end fashion accounts including Swarovski, Jimmy Choo, Tommy Hilfiger and American Eagle Outfitters. Lead logo, digital campaign assets, and store packaging designs for an intern-led, multifaceted brand book for Halston presented to art directors, strategy managers, and CEO of Laird+Partners at the conclusion of the internship program.

Penn State's Valley Magazine - *Design Director*

State College, PA / August 2016 - May 2017

Co-designed magazine layout entirely, from cover to back on both fall and spring issues for Penn State's only student-run life and style magazine. Focused on organizing content - headlines, photography, illustrations, and copy - to ensure hierarchy was clear. Lead weekly meetings with cross-functional teams while managing the design team, photographers, and copywriters to ensure all deadlines were met.

EDUCATION

Pennsylvania State University - *Bachelor of Design in Graphic Design*

State College, PA / Graduate Class of 2017 / Deans List