



# Alexandra Bustraan

## Graphic Designer

A multi-disciplinary visual storyteller, bringing concepts to life as vivid visuals. With strong interpersonal skills and a collaborative work ethic, I thrive in fast-paced, deadline-driven environments. My skill in prioritization and organization ensures consistently high-quality work under pressure.

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## Work Experience

### Lead Graphic Designer

GFI Academy | Spring, TX

Jan 2024 – Present

- Create high-performing paid ad content for GFI Academy, TotalTech, SportsPatio, and SoccerHub, boosting GFI Academy conversions by 7.8% and TotalTech by 33.09%.
- Develop engaging social media content for GFI Academy, TotalTech, SportsPatio, and SoccerHub, using implementing engaging design and strategic branding initiatives, boosting GFI Academy followers by 42.8% and expand reach to 1.2 million with 158.6% growth.
- Redesigned and manage updates for the GFI Academy website, boosting web engagement by 11.93% and conversions by 11.88%, and developed three new websites for TotalTech, SoccerHub, and SportsPatio from scratch.
- Led a transformative rebrand for TotalTech by creating a new logo, brand voice, and color palette. Additionally, developed branding for SportsPatio, SoccerHub, and GFI Rec, establishing distinct identities and enhancing their market presence.
- Create eye-catching outdoor signage, advertising flyers, informational brochures, branded merchandise, and event-specific t-shirts for GFI Academy, TotalTech, SportsPatio, and SoccerHub.

### Graphic Design Associate

RLMT | Tomball, TX

Feb 2022 – Dec 2023

- Developed layouts and original illustrations, utilizing typography for in-house and advertising print collateral while adhering to budget restrictions and brand standards.
- Produced visual content for social media, enhancing online presence and engagement.
- Designed new logos for various branch departments, ensuring differentiation while maintaining brand consistency and identity.
- Collaborated in the development of the website for improved user experience.
- Participated in over 15 collaborative projects, contributing to a 400% increase in congregational membership.
- Recognized for innovation and appointed to lead creative direction from concept to final production on multiple projects.

### Graphic Design Intern

RLMT | Tomball, TX

May 2021 – Oct 2021

- Photographed and edited staff portraits for the website and collaborated on website updates and enhancements, contributing to an improved user experience.
- Designed a distinctive logo for a newly established branch department.
- Crafted a comprehensive branding guideline to ensure consistent visual identity.
- Produced in-house and client-facing print collateral and dynamic advertising campaigns.
- Designed engaging social media content to drive meaningful engagement with the audience.
- Led a successful fall campaign, designing banners, flyers, and digital assets for paid ads, social media, and web, resulting in a 150% increase in Fall Festival attendance compared to the previous year.

## Education

### Bachelors of Fine Arts in Graphic Design

Liberty University | May 2019 – Dec 2021

Honors: Summa Cum Laude, GPA 4.0, Dean's List for 7 semesters

## Software Familiarity

Adobe Creative Cloud | Illustrator | XD  
InDesign | Photoshop | Premiere Pro  
After Effects | WordPress | Shopify | Wix

## Skills

Attention to Detail | Organizational Skills  
Teamwork | Design Thinking | Print Design  
Color Theory | Layout Design | Logo Design  
Vector Design | Video Editing | Color Grading  
Motion Graphics | HTML | CSS | CMS

## Certifications

### The Complete Adobe After Effects Bootcamp: Basic to Advanced

Udemy | Jan 2024

### Adobe Premiere Pro CC Masterclass: Video Editing in Premiere

Udemy | Nov 2023

### HTML, CSS, Javascript for Web Developers

John Hopkins University | Oct 2023

## References

### Chelsea Bass

Associate Creative Director | *Ace Hardware*

Adjunct Professor | *Liberty University*

[Request contact information.](#)

### Youanna Mosad

Marketing Director | *GFI Academy*

Marketing Strategist | *Dahab Marketing*

[Request contact information.](#)

### Ali Litton

Digital Marketing Manager | *BubbleUp*

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### Lisa Malstrom

Director of Communications | *RLMT*

Phone: (346) 295-8595

[Request contact information.](#)