

ALEXANDRA BUSTRAN

☎ (281) 724-3972

🌐 www.alexandragracedesigns.com

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.

EXPERIENCE

Graphic Designer, Full-Time | Propio Language Services

June 2025 — Present | Remote

- Support the development of websites and intranet solutions, utilizing custom HTML, CSS, and JavaScript as needed.
- Design and produce diverse marketing materials, including brochures, flyers, mailers, newsletters, posters, banners, HTML emails, websites, and presentations.
- Create promotional and explainer videos from storyboarding through final production.
- Develop department-specific logos from concept ideation to final delivery.

Graphic Designer, Part-Time | Impactful Inbox

April 2025 — Present | Remote

- Design engaging graphics for email campaigns, social media, and digital marketing initiatives.
- Develop responsive email templates and campaign assets that align with brand guidelines and marketing objectives.
- Build responsive websites from wireframes through full development.
- Support marketing initiatives with branding, presentation, and web design assets.

Freelance Graphic Designer | Freelance

May 2024 — Present | Remote

- Build websites on Squarespace, Wix, and WordPress with a focus on user experience and brand alignment.
- Design print materials for events including promotional displays, flyers, banners, and signage.
- Create full brand identities, from logos to color palettes and typography.

Lead Graphic Designer, Full-Time | GFI Academy

January 2024 — June 2025 | Spring, TX

- Created high-performing paid ad content for GFI Academy, TotalTech, SportsPatio, and The Hatrick, boosting GFI Academy conversions by 7.8% and TotalTech by 33.09%.
- Developed social media content for GFI Academy, TotalTech, SportsPatio, and The Hatrick, implementing strategic branding initiatives, boosting GFI Academy followers by 42.8% and expanding reach to 1.2 million with 158.6% growth.
- Redesigned and managed updates for the GFI Academy website, boosting web engagement by 11.93% and conversions by 11.88%, and developed three new websites for TotalTech, The Hatrick, and SportsPatio from scratch.
- Led a transformative rebrand for TotalTech and developed branding for SportsPatio, The Hatrick, and GFI Rec, establishing distinct identities and enhancing their market presence.
- Created outdoor signage, flyers, brochures, branded merchandise, and event-specific t-shirts.

Graphic Design Associate, Full-time | RLMT

May 2021 — December 2023 | Tomball, TX

- Led creative direction on 15+ projects, including logo designs, brand guidelines, merch design, and cohesive visual identities.
- Produced print/digital campaigns, including a Fall Festival that boosted attendance 150%.
- Enhanced online presence through website development and UX improvements.

EDUCATION

Bachelors of Fine Arts in Graphic Design | Liberty University

May 2019 — December 2021

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

CERTIFICATIONS

Figma UI UX Essentials & Figma UI UX Advanced | Udemy, August 2025

The Complete Adobe After Effects Bootcamp: Basic to Advanced | Udemy, January 2024

Adobe Premiere Pro CC Masterclass: Video Editing in Premiere | Udemy, November 2023

HTML, CSS, Javascript for Web Developers | John Hopkins University, October 2023

SOFTWARE FAMILIARITY AND SKILLS

Adobe Creative Cloud, Illustrator, InDesign, Photoshop, Premiere Pro, After Effects, Figma, WordPress, Shopify, Wix, SquareSpace
Attention to Detail, Organizational Skills, Design Thinking, Teamwork, Print Design, Color Theory, Layout Design, Logo Design, Vector Design, Motion Graphics, Video Editing, Color Grading, HTML, CSS, CMS, Marketing Design, Strategic Design, Branding, Brand Identity

REFERENCES

Chelsea Bass | Founder of Impactful Inbox & Adjunct Professor at Liberty University | cmrank@liberty.edu

Youanna Mosad | Marketing Director at GFI Academy & Founder of Dahab Marketing | youanna@dahabmarketing.com

Ali Litton | Digital Marketing Manager at BubbleUp | ali@bubbleup.net | (832) 585-0709

Lisa Malstrom | Director of Communications at RLMT | lmalstrom@reallifetexas.org | (346) 295-8595