

ALEX BERG

GRAPHIC DESIGN

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SUMMARY

Passionate designer with over 3 years of experience supporting, tech startups, small businesses, and nonprofits. Specialized in digital and print design, branding, and marketing designs. Recently helped a nonprofit raise over \$200K at its fundraising gala through impactful designs. Recognized for strong collaboration, meticulous attention to detail, and the ability to deliver high-quality work under tight deadlines.

PROFESSIONAL EXPERIENCE

Freelance Graphic Designer & Illustrator

November 2024 - August 2025

- Led the design of all visual materials for Enterprise for Youth's fundraising gala, contributing to over \$200K raised.
- Developed distinctive brands and logos from scratch for clients across luxury retail, tech, and restaurants.
- Redesigned and rebuilt Enterprise for Youth's website on Squarespace, improving UX, streamlining collaboration, and driving an 80% increase in site visits.

Communications & Design Manager, Enterprise for Youth (formerly the Communications Associate)

July 2022 - December 2024

- Directed brand strategy and creative output across print and digital design, social media, and email, shaping the organization's visual identity.
- Crafted visually compelling digital marketing assets, driving a 48% email open rate and 31% social media growth.

Community Manager, Elevate Labs (and Balance Meditation) (formerly the Content Operations Specialist)

February 2019 - January 2022

- Crafted eye-catching social media designs for Balance Meditation and the Elevate App, growing engagement with 174K followers.
- Collaborated with meditation coaches to create new content strategies.

EDUCATION

Northeastern University | 2014 - 2018
D'Amore-McKim School of Business
Bachelor of Science Degree in Business
Administration | Concentration: Marketing

Completed three six-month, full-time paid internships at SevenDesign, Black Duck Software, and Citizens Bank, gaining hands-on experience in marketing and design.

Currently completing a Graphic Design & Illustration Certificate at City College of San Francisco

SKILLS

Hard Skills: Adobe Creative Suite (Illustrator, Photoshop, InDesign, Animate), Canva, Figma, Procreate, Sketch, Google Suite, Wix, Squarespace, Hootsuite, Sprout Social, Constant Contact, MailChimp, Trello, Asana, Jira

Soft skills: Communication, creative problem-solving, collaboration, organization, time management, attention to detail, problem-solving, leadership