



**alexandra hodge**  
visual & ui/ux designer

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## experience

*August 2023 – Present, Syracuse, NY*

**Web Developer** | Knight Newhouse Sports Equity Project

- Developed and maintained the Knight Newhouse Sports Equity Project website, ensuring optimal performance and functionality.
- Utilized PHP and Advanced Custom Fields (ACF) to dynamically create and manage custom field data within WordPress theme files.
- Collaborated with 10+ stakeholders to gather requirements and deliver technical solutions that align with the project's mission to promote equity in college sports funding.

*March 2024, Syracuse, NY*

**UI/UX Design Lead** | The Baldwin Fund

- Led a team of 15 in a three-day design sprint to redesign the website, supporting a \$5 million fundraising goal for an NCI-Designated Cancer Institute in Syracuse, NY.
- Conducted user research to align design strategies with user needs and fundraising objectives.
- Coordinated with web developers to implement changes, improving site functionality and user engagement by 20%.

*March 2023, Syracuse, NY*

**UI/UX Designer** | CNY Adaptive Sports

- Shaped branding identity by drafting a logo redesign that influenced the organization's final design.
- Improved user experience by conducting research to identify and synthesize user needs, informing design decisions.
- Streamlined site structure through effective site mapping and wireframing to ensure a logical, user-friendly layout.

*October 2020 – March 2021, Syracuse, NY*

**Graphic Designer** | iConsult Collaborative

- Designed compelling infographics that translated complex data into visually engaging content, ensuring alignment with Syracuse University brand guidelines.
- Used both Photoshop and Canva to design visually engaging graphics, balancing creativity and brand consistency for diverse projects.
- Collaborated with clients in biweekly meetings to recommend and deliver innovative design solutions aligned with their marketing goals.

## education

**Syracuse University**

B.S. Graphic Design and Information Management & Technology

- Web Design Concentration
- GPA: 3.9, Summa Cum Laude
- Dean's List (all semesters)
- University Honors Program

## skills

**Graphic Design:** Adobe Creative Cloud (Photoshop, Illustrator, After Effects, and Premiere Pro), Blender, Glyphs, Canva

**Content Editing:** Microsoft Office Suite (Word, PowerPoint, Project, Excel, Outlook), WordPress

**Programming:** HTML, CSS, Front-end frameworks, JavaScript, Python, PHP, MySQL

**UX/UI:** Figma, Sketch, Prototyping, Wireframing, Usability Testing, Information Architecture

**Languages:** English and Spanish (native proficiency)

## awards

2024 GDUSA Graphic Design Award

2024 Newhouse Impact Speaker

2023 Newhouse Excellence in Web Development and Coding Award

## personal projects

**Music Poster Project**

- Created a series of typographic music posters, leveraging Adobe tools to explore color, layout, and genre-inspired aesthetics.

**The Jammin' Jamboree:**

- Produced a 2D animated title sequence with original characters, showcasing motion design expertise in Adobe After Effects and Illustrator.