

ALEX MERRILL

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EXPERIENCE

Men's Senior Graphic Designer. Element Skateboards, Irvine, CA (2008-2010).
Report to the VP of Design and Merchandising. Responsible for direction and execution of apparel graphics.

- Management of freelancer network
- Work with Printables Merchandiser on line assortment
- Direct color stories and trend themes
- Design apparel graphics for Men's Sportswear and Printable line

Men's Printables Merchandiser. Element Skateboards, Irvine, CA (2007-2008).
Report to the VP of Design and Merchandising. Responsible for all Men's imprinted apparel.

- Develop and Merchandize seasonal line of men's imprinted apparel
- Direct color stories and trend themes
- AS400 sales and inventory data analysis
- Coordinate and Maintain vendor relationships

Senior Graphic Designer. nZania, Irvine, CA (2005-2007). Report to the Director of Design and Merchandising for the Concept Studio division. Responsible for numerous private label lines, in addition to seasonal licensed juniors products for Disney and Dr. Seuss

- Develop private label and seasonal graphic tee and knit programs for: Costco, Sams Club, Wal-Mart, Target, Nordstrom, Dillard's, Arden B, Wet Seal, Hot Topic and more
- Provide technical help to screen printer during development and production, Overseas and Domestic
- Extensive Far East development including travel to mainland China and Hong Kong

Graphic Designer / Design Consultant. Cardboard Robot, Long Beach, CA (2003-2008).
Involved in all levels of brand design and merchandising.

- Develop concepts and designs for tee and apparel graphics
- Involved in trend forecasting and branding

Graphic Designer. Ogilvy & Mather, Culver City, CA (2004). Design advertising collateral for the Barbie brand, a subsidiary of Mattel, on a freelance basis.

- Worked with art directors, project managers, and other designers to develop several separate ad campaigns for Barbie, Motorola and IBM

SOFTWARE

Expert level Adobe Photoshop, Adobe Illustrator and Adobe Indesign
Microsoft Office proficient, HTML / JAVA familiar

SKILLS

Extensive knowledge of commercial silk screen techniques and problem solving methods, Familiar with jersey and fleece knit fabrications and treatments

EDUCATION

Bachelor of Arts Degree in English Literature, candidate May 2008
California State University, Long Beach, Long Beach, CA