

# Alex Holt-Cohan

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*I'm a designer. That means I'm a story teller and my goal is to tell interesting and engaging stories. Stories are what all brands, products, and companies live and die by. Compelling new and existing clients and customers depends on your brand's story. My job is to insure that your target markets know exactly what your 'thing' is and why it is valuable to them. That's what a I can do for you, create brand awareness that adds value and lifelong loyalty. Let's talk.*



## Young Democrats

2017

### Brand Designer

Design and production of all aspects of visual branding and merchandise

skills used

Ps • Ai • Id

## Simon Property Group

2016

### Production Designer

Produced and designed print brochures for Simon Malls' *Let's Eat* campaign

skills used

Ps • Ai • Id • UI/UX

## Bridal Guide Magazine

2015

### Interactive Designer

Designed all visual and interactive components for [bridalguide.com](http://bridalguide.com)

skills used

Ps • Ai • UI/UX

### Freelance Clients

Justin Alexander - 2017 Episcopal Church - 2016 publicis kaplan thaler- 2015 Catholic Charities - 2015 APLD - 2015 Cement Bloc - 2015 Century 21 - 2014 Macy's - 2014 Teri Jon - 2014 Tommie Copper - 2014 EasyPurl - 2014 L'Oreal - 2013



## Fashion

## Lifestyle

## Pharma



Branding	●	●	●	●	●	●	●	●	●	○
Print	●	●	●	●	●	●	●	●	○	○
Digital	●	●	●	●	●	●	●	●	●	●
Art Direction	●	●	●	●	●	●	●	●	○	○
UI/UX Design	●	●	●	●	●	●	●	●	●	●
HTML	●	●	●	●	●	●	○	○	○	○



SVA • 2014  
pre-college & continuing ed

DCAD • 2010  
AFA in Graphic Design

FIT • 2008  
pre-college