

Alexandra Piscopo

LEAD BRAND & GRAPHIC DESIGNER

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Denver, CO.

A creative leader with 8+ years of experience in strategy, visual identity, UX/UI, marketing, and package design. I started in 2016 as a freelance designer which has evolved into a brand strategist, designer, and creative director role. I'm passionate about crafting high-impact visuals that drive engagement and business growth.

Work Experience

Curly Cue Creative | *Lead Brand Designer* | Denver, CO. | 06/2021-Present

- Lead 50+ brand projects from concept to execution, specializing in visual identity, UX/UI, & packaging.
- Develop brand strategy frameworks that strengthen consistency and drive engagement.
- Mentored 3+ junior designers, guiding them in brand storytelling and UX best practices.
- Designed & launched 7 high-converting websites, enhancing user experience and customer retention.

Adobe | *Global Brand Ambassador* | Denver, CO. | 01/2023-Present

- Chosen to represent Adobe on social media, through marketing for new products & releases.
- Teach other designers about the programs and mentor them on best practices.
- Presented at an NYC event demonstrating my experiences with the Adobe products.

Loudr Agency | *Graphic & Motion Designer* | Denver, CO. | 03/2021-07/2021

- Designed and produced motion graphics, logo animations, and brand identities for 30+ clients.
- Collaborated with marketing & content teams to develop UX/UI assets that enhanced storytelling.

Nick's House Studio | *Lead Graphic & Web Designer* | Denver, CO. | 01/2020-03/2021

- Spearheaded brand design & 2 website redesigns, improving visual appeal and functionality.
- Managed a team of designers, overseeing the production of social media content, & digital/print materials.
- Led the creation of marketing campaigns that increased client brand engagement by 15%.

Schoolyard Creative | *UX/UI Designer* | Denver, CO. | 07/2019-03/2020

- Spearheaded initiatives & design for bringing a fully functional mobile application to market.
- Conducted market & user testing, designed wire-frames & layout, created a functional prototype.

Education & Recognition

B.F.A in Graphic Design | *Rocky Mountain College of Art + Design* | 2020

Panel Judge for Senior Thesis Projects | RMCAD | 2023

Provided critique and evaluation on brand identity and UX/UI projects for students at my Alma Mater.

Skills

Technical

Brand Strategy & Identity Systems, UX/UI Design, Adobe Creative Suite, Figma, Keynote, Packaging & Print Design, Presentation, Web Design, Marketing, Content Creation, Motion Graphics & Animation.

Leadership

Art Direction & Creative Strategy, Client Relationships & Stakeholder Communication, Mentorship & Team Leadership, Design Thinking & Problem-Solving, Project Management & Agile Collaboration.