

ALEXANDRIA J CASELLA

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alexandriajcasella.com



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EDUCATION

Fashion Institute of Technology

BFA, Spatial Experience Design
Art History Minor | GPA 4.0

AAS, Communication Design
GPA 4.0

Phi Theta Kappa Honor Society
Nat'l Society of Leadership & Success

Hunter College

Muse Scholars Program

AWARDS

The PAVE/VMSD Scholarship 2022
PAVE Global & VMSD Magazine

Departmental Medal 2021, 2023
FIT's Department of Communication
Design Foundation
FIT's Department of Spatial
Experience Design

Girl Scout Gold Award 2018
Girl Scouts of America

SKILLS

Adobe Creative Suite:
Photoshop, Lightroom, Illustrator,
InDesign, & Acrobat
SketchUp
Rendering: Twinmotion,
Podium, & V-Ray
Elementary AutoCAD & Vectorworks
Photography: Digital & Analogue
Fine Art: Painting, Drawing, &
Mixed Media
Elementary Italian

EXPERIENCE

Monigle, New York, NY 07.2023-Present
Experience Designer

- Crafts tailored branded environments emphasizing dynamic design, functionality, and experience.
- Develops innovative branded spatial solutions, meticulously documented in a comprehensive guideline book.

Designer, New York, NY 07.2022-Present
Freelance

- 3D Design, Rendering, Graphic Design, Social Media, Branding, Fine Art, and Photography
- Noteworthy clientele: Just Salad, Saks Fifth Avenue, Bernstein Display and Blue Moon Restaurant.

Arsenal New York, New York, NY 01.2023-05.2023
Creative Production Intern

- Produced 3D models for luxury fashion retail brands.
- Contributed to the creative conceptualization of pop-ups.
- CAD drafting and rendering using Rhino and Keyshot software.

Marshall Retail Group, Las Vegas, NV 09.2022-01.2023
Store Design Assistant (Remote Intern)

- Developed 3D store models and visual merchandising solutions for airport and casino stores.
- Assisted in ideation and development of floorplans.

Factory 360, New York, NY 05.2022-08.2022
3D Design Intern

- Assisted lead designer on 3D models and spatial design renderings for clients such as Meta, Grubhub, and Chainlink.
- Executed mood boards and RFPs.

Furman Roth Advertising, New York, NY 05.2021-05.2022
Junior Graphic Designer/Intern

- Teamed with Creative Production, Research, Media and Account Management teams.
- Worked on RFPs, decks, copywriting, and participated in creative ideation meetings.

SPECIAL PROJECTS

FIT x Macy's Parade 201 Think Tank 09.2022
Conceptualized and presented a thematic parade concept incorporating a message of family and diversity to the Macy's Branded Entertainment with team members.

Nancy Drew Hardy Boy Immersive Experience 07.2022
Assistant Designer for Selleck Vision. 3D digital model creation and rendered animation for exhibit comprised of 14 rooms and additional interactive experiences.

Under the Umbrella Rentbrella 04.2022
As a class project, collaborated with Rentbrella to launch their first NYC activation in FIT's Art and Design Gallery. Responsible for the design, fabrication, and installation of the Superhero + Subway vignette.