



Computer Proficiencies

Adobe Creative Cloud

- Photoshop
- XD
- Illustrator
- Audition
- InDesign
- Media Encoder
- After Effects
- Acrobat (PDFs)

Presentation Expert

- Apple Keynote
- Microsoft PowerPoint
- Google Slides

Project Management

- Wrike
- InMotion Ignite
- Trello
- Adobe Workfront
- MRM (*Publix*)
- Microsoft Project

Other

- Final Cut Pro (*Video*)
- HTML/CSS Coding, Wordpress, Squarespace, Services Hub (*Web*)
- Mailchimp, Constant Contact, Apple Composer (*Email*)
- Solidworks (*3D CAD*), Keyshot (*3D*)

Skills

- Creative
- Innovative
- Proactive
- Reliable
- Synergistic management

Education

BFA in Communication Design

MIAD: Milwaukee Institute of Art & Design
Aug 2014 - May 2016
Milwaukee, WI

Walt Disney College Program
Jan - June 2013
Jan - June 2014
Orlando, FL

College of DuPage
Aug 2011 - Dec 2013
Glen Ellyn, IL

ALEX ZARDETTO

Art Direction • Strategy • Design



Orlando, FL
Open to relocation



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ZardettoDesign.com

Summary

Innovative design lead with 10+ years of experience managing creative teams, campaigns, and projects from concept to completion, consistently exceeding expectations while fostering a collaborative team culture. An expert in presentation design using Keynote and PowerPoint, with a proven ability to transform complex ideas into compelling visual narratives for executive-level communications. Skilled in crafting high-impact visuals that enhance brand storytelling, drive engagement, and elevate business visibility. Committed to delivering high-quality design solutions that balance creativity with strategic clarity.

Design Experience

Sr. Graphic Designer (V) Apple (via INSPYR Solutions)

Dec 2022 - March 2025 | Remote

Functioned as the team's Art Director, leading creative initiatives and providing strategic design support to cross-functional teams, stakeholders, and senior executives across global communications. Championed the visual direction of key projects, translating complex concepts into impactful design solutions under tight deadlines. Streamlined design workflows in Wrike by implementing consistent processes and organizational structures. Mentored junior designers and interns, delegating tasks effectively to ensure high-quality output. Collaborated with producers on events, designing keynote presentations and asset deliverables while also operating live graphics. Leveraged a deep understanding of Apple's aesthetic to elevate creative output, enhance team efficiency, and ensure exceptional attention to detail throughout all phases of production.

Sr. Graphic Designer (C>FT) Hartmann Studios

Dec 2021 - Dec 2022 | Remote

Art directed and designed in the extreme-deadline driven events industry by delivering creative, budget friendly solutions to enhance clients' messages. Collaborated with team members to develop compelling Keynote pitch presentation decks aimed at generating new business opportunities.

Sr. Studio Designer (C) Publix Super Markets (via ektello)

Nov 2021 - Feb 2022 | Lakeland, FL

Conceptualized and directed on-site photo and video shoots to create assets for upcoming campaigns, utilized in print materials, mechanicals, point-of-purchase displays, Keynotes, and supporting art files.

Sr. Designer, Art Direction (FT) Apple Leisure Group

Oct 2019 - Oct 2021 | Elk Grove, IL > Remote

Managed the creative output for Funjet Vacations® and Blue Sky Tours™, overseeing art direction and the development of digital and print promotional materials, Keynote presentations, web layouts, and social media content for all ALG® subsidiaries. Produced engaging content for social media, resulting in a 332% increase in new Instagram followers and a rise in Facebook engagement, with 10.9k additional clicks and 8.6k more engagements.

Sr. Designer, Art Direction (FT)
Assistant Video Director & Producer
Zoom Media May - Oct 2019 | Chicago, IL

Wisconsin Policy Forum
Freelance Designer
Since 2016 | Remote
Communication Designer (PT)
Oct 2014 - Aug 2016 | Milwaukee, WI

Morgan Design Group
Freelance Designer
Since 2022 | Remote
Graphic & Web Designer, Production Artist (FT)
Aug 2016 - May 2019 | Westmont, IL

Graphic Designer (C)
Kohl's Corp. June 2016 | Menomonee Falls, WI