



<https://aguerin-portfolio.com>



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# Alexandra Guerin

*Sr. Multimedia Designer & Instructional Specialist*

Alexandra is a Multimedia Designer with over 10 years of experience who has recently shifted her focus to Instructional Design. This new path allows her to enhance understanding and engagement through multimedia design. She skillfully combines graphics, video, and sound to create content that captivates and supports effective learning. Alexandra aims to make digital learning experiences exciting and accessible. Her background enables her to develop visually appealing educational materials that make learning enjoyable.

Focusing on Instructional Design and e-learning, she creates engaging experiences for diverse audiences using tools such as Articulate Storyline and Adobe Captivate. Alexandra ensures her resources meet accessibility standards and is skilled in graphic design, video production, and motion graphics. Collaborating with educators and corporate teams, she aligns digital content with strategic goals. Alexandra believes in the power of design to inform and motivate learners, simplifying complex ideas into clear, memorable content.

## Work Experience

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### **Sr. Multimedia Designer & Instructional Specialist**

Sep 2023 – Dec 2025

Waste Management – Houston, TX (remote)

- Develop visually engaging instructional materials, which include digital content, participant guides, presentations, illustrations, infographics, and other visual assets to enhance learning content across a variety of formats, including presentations, e-learning modules, handouts, and videos.
- Collaborate with stakeholders and subject matter experts to ascertain training requirements and align with business objectives to translate intricate concepts and ideas into comprehensible visual representations that promote learning and knowledge retention.
- Employ tools such as Articulate Storyline, Rise, and NovoEd to produce interactive, engaging, and accessible training experiences.
- Manage multiple design projects concurrently, ensuring timely delivery while upholding high-quality standards, while communicating project progress, challenges, and timelines effectively with the team and stakeholders.

### **Contract Specialist & Multimedia Expert**

Nov 2021 – Sep 2023

Various Staffing & Contracting Agencies – USA (remote)

#### **Web Multimedia Designer**

(4 Month Contract)

Kreative Media – Magnolia, TX (on-site)

- Conceptualize and create intuitive, engaging, and brand-consistent web experiences.
- Continually improve and optimize user experience for sites and build wireframes.
- Create web experiences end-to-end from initial concept through execution.
- Design work such as marketing materials, logo design, pitch decks, etc.

#### **Sr. Graphic Designer**

(6 Month Contract)

Sage Communications – McLean, VA (remote)

- Create logos, stationery suites, annual reports, brochures, postcards, print ads, and more.
- Create e-blasts, banner ads, social media graphics, and infographics.

- Concept and storyboard ideas for animated videos
- Ability to communicate concepts and work collaboratively.

### **Sr. Visual Designer**

(9 Month Contract)

Vibrent Health – Fairfax, VA (remote)

- Website design and wireframes for health research programs, including logo design, iconography, layout design for reports, white papers, one-sheets, etc.
- Infographics and data visualization for customer-facing reports.
- Branded PowerPoints for executive-level presentations.

### **Visual Designer**

(3 Month Contract)

L&T Technology Services – Atlanta, GA (remote)

- Ability to work collaboratively when needed, but also independently with minimal to moderate direction to complete overflow projects within a short timeframe.
- Good organizational skills and able to work towards deadlines.
- Knowledge of video production, motion graphics, and photography is a nice-to-have, but not essential.

### **Graphics & Web Designer**

Dec 2020 – Oct 2021

Kraton Corporation – Houston, TX (remote)

- Collaborate closely with the marketing team to ensure that digital content is strategically positioned to provide maximum value to prospective customers.
- Coordinate effectively with internal stakeholders, external vendors, printers, and other parties to successfully complete projects.
- Develop and design various content formats, including graphics, images, icons, banners, landing pages, calls to action, advertisements, and trade show graphics.
- Generate custom website pages, landing pages, and email templates tailored to organizational needs.

### **UI/UX Designer & Web Animator**

Aug 2018 – Nov 2020

Tata Consultancy Services – Dallas, TX (on-site)

- Utilized Adobe After Effects to produce a series of explainer videos aimed at enhancing internal communications for business purposes for USAA, while also using Vyond to educate employees on technology and inform them of forthcoming changes or events.
- Provided expertise in cinematography, encompassing pre-production and post-production processes, audio recording techniques, and the application of 3-point lighting, to create dynamic interview-style videos designed to highlight company departments and illustrate complex software processes.
- Created informative content for three recurring, cohesive newsletters for distribution across multiple platforms, including the website via SharePoint, a mobile application through Salesforce, digital TV displays via Scala, and email.
- Demonstrated proficiency in HTML while utilizing Poppulo to troubleshoot issues with the newsletter software and ensure visually appealing content presentation.
- Developed the UI/UX interface to update the Enterprise Dashboards at USAA and Citi to showcase data analytics in real time.

### **Production Artist**

May 2016 – Jul 2017

BlueLine Rental – The Woodlands, TX (on-site)

- Managed and maintained project files and images within a dynamic work environment by creating digital libraries for project files and deliverables through various platforms and software applications.
- Demonstrated strong creative problem-solving skills by refining messaging, identifying content, establishing a visual hierarchy, and delivering polished designs that fulfill marketing requirements.

- Delivered creative direction to sales and digital platform leaders for rendering 3D equipment in a mobile application for a leading organization, contributing extensive knowledge of the 2D animation process and pertinent terminology.
- Created a diverse array of print materials, encompassing direct mailers, magazine advertisements, event materials, sales blitz handouts, co-branded designs, billboards, vehicle wraps, enamel pins, stickers, posters, brochures, catalogues, packaging, and flyers.

### Multimedia Production Artist

Jun 2014 – May 2015

National Oilwell Varco – Houston, TX (on-site)

- Demonstrated strong project management and organizational skills using timetables and spreadsheets, with the ability to concurrently manage multiple projects at varying stages of the approval process by maintaining an agility to adapt to continuously evolving priorities within a fast-paced, creative environment by exhibiting a strong sense of patience, attention to detail, precision, dedication, and a comprehensive understanding of the business.
- Managed a large volume of engineering files through careful organization, watermarking, tracking, and filing approvals, including converting final renders for field use.
- Collaborated with engineers, marketing specialists, and training (E-Learning) teams to create technically accurate visuals for instruction manuals, advertisements, billboards, pamphlets, and PowerPoint presentations intended for both internal and external audiences.
- Produced stunning, photorealistic 3D renders utilizing multiple Autodesk programs.

## Higher Education

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May 2013

### BFA, Computer Animation

Sam Houston State University  
Huntsville, TX

May 2011

### AA, Graphic Design

Lone Star College Systems  
Tomball, TX

## Software Knowledge

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### Operating Systems

PC, Mac, and Linux

### Project Management

Jira, Basecamp, Trello, Asana, and Monday.com

### Learning and Development

Articulate: Storyline, Rise, and Review 360  
SCORM & LMS platforms

### Design

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Captivate, Animate/Flash, Dreamweaver, XD, and Acrobat DC

### Video & Animation

Wellsaid – a web-based, AI platform for Voice Generation  
Vyond - a cloud-based, AI-powered platform designed for businesses to create animated videos, including explainer, training, and marketing content  
Adobe Creative Suite: Premiere Pro, After Effects, Captivate, and Animate/Flash  
Autodesk: Maya, 3D Studio, Max, Inventor, and SolidWorks

### UX/UI

Sketch, Figma, Zeppelin, HTML/CSS, JavaScript, and SharePoint

\* To save space, some items are unlisted.