

## alexander.kovacich

alexander.kovacich@gmail.com | www.kovacichdesign.com  
616.510.0311 | 1376 Wiersma Drive, Zeeland MI 49464

### pursuit

Expanding my knowledge and experience to help further my career development.

### background

#### **Bachelor of Graphic Communication, earned 2009**

Baker College of Muskegon, Muskegon, MI

Minored in Marketing with a focus on advertising. Graduated Cum Laude.

#### **Associate of Business, earned 2008**

Baker College of Muskegon, Muskegon, MI

Primary focus in Graphic Communication. Graduated Cum Laude.

### development

#### **Graphic Designer (Internship), 2008**

Relevant, Muskegon, MI

Responsible for creation of digital wedding invitations and websites for established clients. Took part in multiple brainstorming sessions for updating clients' corporate identity.

#### **Graphics Lab Assistant, 2007 - 2008**

Baker College of Muskegon, Muskegon, MI

Maintained the graphics lab during open hours. Duties included basic computer and printer maintenance and assisting students with their projects by giving feedback and advice.

#### **Freelance Design & Web Development, 2004 - Present**

Have completed a variety of print, identity and web projects for clients including Thermotron, Holland Public Schools, TelDesigns & various West Michigan based recording artists.

### skills

#### **Design:**

Conceptual development, typography, color theory, corporate identity, advertisements, billboards, banners, brochures, packaging, newsletters, web design & multimedia.

#### **Technical:**

Proficient on Mac and PC platforms, Adobe Creative Suite (Photoshop, Illustrator & InDesign) & Microsoft Office. Knowledgeable of HTML and CSS.

### references

Available upon request.