

Alexander MacMichael

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Portfolio projects available
upon request.

EXPERIENCE

Kennedy Space Center Visitor Complex, Merritt Island, FL — Marketing Graphic Designer/ Creative Specialist

October 2021 – Ongoing

- Concept, design, and implement a wide spectrum of projects at varying scales in a self-driven environment both independently and with collaborators.
- Design and implement digital and physical assets for over 1 million annual visitors to enhance guest entertainment and information.
- Manage brand colors and guidelines.
- Overhaul exhibit facades, signage, and other graphical assets to adhere to brand and exhibit guidelines.
- Developed original logos and icons for campaigns, initiatives, and exhibitry production.
- Design documents and presentation templates for internal use in collaboration with the copywriting team.
- Foster strong partnerships with community vendors.
- Manage digital signage content and troubleshooting throughout the complex.
- Engage in research for content development and execution.

321 Plastics, Mims, FL— CAD Designer/ Graphic Designer

February 2019 – September 2021

- Designed and developed acrylic product solutions including revolving displays, retail shelving, and interlocking sneeze guard systems.
- Created detailed CAD models and technical drawings for fabrication, ensuring accuracy and manufacturability.
- Operated and supported production using large-format UV printers and large-bed laser cutting equipment.
- Developed and refined prototypes using custom jigs to improve fit, function, and repeatability.
- Collaborated with manufacturing and assembly teams to manage production timelines and ensure on-time project completion.
- Optimized designs for efficient material usage and streamlined assembly processes.
- Produced high-quality product photography and created compelling product listings for catalogs and online platforms.

SOFTWARE FLUENCY

Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Adobe Premiere
Adobe Indesign
Cinema 4D
Microsoft Office

SKILLS

Vector Illustration
2D Animation
Graphic Design
Cinematography
Video Editing
3D CAD modeling
Electronics maintenance and repair

- Managed multiple projects simultaneously, balancing design, prototyping, and production schedules
- Ensured quality control standards were met throughout design and manufacturing processes

FREELANCE PROJECTS

Burger Robs, Titusville, FL - Branding

2019

311 S. Washington Ave.

Designed logo, business cards, menu, vinyl window displays, and other incidental assets that assisted in increasing business growth by establishing the brand within the local community and helping to elevate from a food truck to a brick and mortar establishment.

OhVino, Titusville, FL - Branding

2019

319 S. Washington Ave.

Designed logo, business cards, menu, vinyl window displays, and other incidental assets that assisted in increasing business growth by solidifying identity within the downtown space and subsequently leading to over six years in business.

EDUCATION

Savannah College of Art and Design, Savannah,GA — *Motion Media Design*

Fall 2013 - May 2017

BFA in Motion Media Design with a fluency in Graphic Design and Digital Assets Management.

REFERENCES

Danielle Frostrom (Business Relationship)

Social Media Manager

Kennedy Space Center Visitor Complex

571.382.0692

Joshua Little (Personal Relationship)

Quality Control Analyst

Takeda Pharmaceuticals

321.806.7412

Cole Futch (Business Relationship)

Frontend Developer and Application Manager

Kennedy Space Center Visitor Complex

321.343.1575

Richard Carter (Personal Relationship)

Modeling and Simulation Engineer

Vertex Solutions

321.225.9769

Samantha Guyre (Business Relationship)

Private Events and Catering Manager

Kennedy Space Center Visitor Complex

321.350.6691

Ron Edelen (Personal Relationship)

Creative Director and Professor

of Visual Design at JAX University

Needle LLC.

704.497.2282

Keith Miller (Business Relationship)
Exhibit Tech Lead
Kennedy Space Center Visitor Complex
321.446.7039