

ALEX LIIV



GRAPHIC DESIGNER

Melbourne, Australia

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🌐 www.aliivfolio.com

📷 @dead.leisure

SKILLS

- Excellent knowledge of Adobe CS
- Branding
- eCommerce knowledge
- Digital marketing asset creation
- Social media and EDM knowledge
- Product design
- Streetwear and apparel design
- Print ready design
- Experience dealing with suppliers
- Publication experience
- Photography and Photo Editing
- Sound time management
- Strong attention to detail

ADOBE CC

ILLUSTRATOR

Excellent

PHOTOSHOP

Excellent

INDESIGN

Excellent

EDUCATION

2008 - 2011

Advanced Diploma

Graphic Design

TAFE Kingswood, NSW

Working with industry leaders within the extreme sports and streetwear industries both domestically and internationally with 10+ years experience. Enthusiastic and creative graphic designer, working regularly on design projects; creating artwork for on-brand marketing assets, print-ready packaging, hardgood product and apparel design, liaising with client and manufactures. Offering my skills in seeking to join an esteemed brand company.

WORK EXPERIENCE

2020 | Dead Leisure

Current | Owner, Operator and Brand Manager

Dead Leisure is a passion project of mine. I do everything including but not limited to; graphic design, branding, product development, dealing with manufactures and overseas suppliers; website and social media management.

- Spearheading company daily duties
- Creating digital marketing assests including EDMs, web assets, landing pages, and social creative
- Building marketing campaigns across mutiple social platforms
- Content creation in a variety of mediums adhering to brand aesthetic
- Liaising directly with manufacturers, suppliers and wholesalers

📷 @dead.leisure

2013 | Tempered BMX / Forgotten BMX / Triple 6 Distribution

Current | Freelance Graphic Designer / Art Director

Working for Triple 6 Distributions, I became involved as Art Director for their two in-house brands Tempered and Forgotten BMX. This role includes all behind the scenes work pertaining to the bicycle manufacturing process.

- Creating digital marketing assests including EDMs, web assets, landing pages, and social creative
- Curating and Building content and marketing campaigns across mutiple social platforms
- Contribute designs and illustrate original art for bike decals, other hardgoods and packaging
- Create and edit photo and video brand content for website and social media

📷 @temperedgoods

📷 @forgottenbmxco

2016 | Strictly BMX

2019 | Graphic Designer / Website and Social Media Management

During my time working at Strictly BMX it was one of the biggest online retailers for BMX Products and Streetwear. Located in Prahran, a cultural hub of Melbourne, there was a strong focus on fashion and streetwear trends.

- Create on-brand marketing assets communicating to retailers and end consumers
- Curating and Building content and marketing campaigns across mutiple social platforms
- Photography and photo retouching
- Research and understand current fashion and streetwear trends

2010 | 2020 BMX Magazine

2013 | Graphic Designer

2020 BMX Magazine was the most prolific Australian BMX Magazine during its operation. Founded in Newtown and operating alongside Hell on Wheels bike and skate shop, the magazine attracted worldwide industry recognition.

- Layout magazine
- Prepare and package final print ready art for publication
- Typography and Graphic Design
- Liaising directly with industry stakeholders