



# Alexander Serna

## Graphic Designer & Photographer

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<https://www.alexsernadesign.com>

### Work Experience:

#### President for PCA&D Esports & Gaming Club

January 2021 - Present

As a President, I represented the club to new and returning students.

I worked closely with the coach to monitor the goals for the club.

- Help plan events and
- Delicate task to other members.
- Plan meetings with administrations.
- Solve disputes if they come up.

#### Community Assistant

Pennsylvania College of Art & Design - Lancaster, PA

August 2022 - December 2022

As a Community Assistant, I was responsible for the health and safety of the dormitory and the students.

- Attended meetings with area coordinator and other community assistants.
- Served as a role model and student leader.
- Help setup and clean up community events.

#### Lead Graphic Design Intern

Alfa Art Gallery - New Brunswick, NJ

May 2022 - August 2022

As a Lead Graphic Design Intern, I was responsible for 5 other graphic design interns.

- Created posters, banners, and catalogs for upcoming shows and events.
- Critique and assigned work for other graphic design interns.
- Organized zoom meetings.

#### Orientation Leader

Pennsylvania College of Art & Design - Lancaster, PA

August 2020 - December 2022

As a Orientation Leader, I welcome new students and their families to the campus.

- Engaged with groups of new students by facilitating Icebreakers and discussions on the college experience.
- Sharing personal stories and help new students with their potential problems and issues.
- Work alongside academic staff and facility to support students transition to college.

#### Self employed / Freelance

Video Services for RHS Lady Rams & NJ Cite

June 2020 & December 2022

- Used assets to create a video.
- Worked with the Director to get feedback.
- Worked under a deadline.

### Education:

**Pennsylvania College of Art & Design, Lancaster, PA**

**BFA in Graphic Design**

**Minor in Art History**

September 2019 to May 2023

### Software:

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere
- Adobe Creative Suite

### Award:

**60th GDUSA Package Awards**

March 2023

**Designalytic's Consumer Engagement & Redesign**

Dec 2022

### Additional Experience:

**PCA&D League of Legends**

**Collegiate Player**

Jan 2023 - Current

**PCA&D Overwatch**

**Collegiate Player**

Feb 2022 - Current

**PCA&D Note Taker**

Feb 2020 & Aug 2022