

# Alexandra Dean Grossi

GRAPHIC DESIGNER, UX RESEARCHER & INCLUSIVE DESIGN ACTIVIST

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## Experience

**IDATA PROJECT** | *Williams Bay, WI* July 2017 - Present  
**User-Centered Design Experiences Leader**

- IDATA (Innovators Developing Accessible Tools for Astronomy) is a Design and Development project funded by a \$2.5 million NSF Grant. IDATA is a collaboration between the University of Chicago Yerkes Observatory and several universities and organizations.
- Developed UCD activities for blind and visually impaired (BVI) students in the United States and Chile studying astronomy.
- Responsible for prototyping and testing the redesign of astronomy software to be accessible to BVI users.

**NORTH CAROLINA STATE UNIVERSITY** | *Raleigh, NC* August 2016 - May 2017  
**Graduate Teaching Assistant**

FIRST YEAR STUDIO

- Conducted workshops on color theory, participatory design, and manual DSLR photography.
- INTRO TO GRAPHIC DESIGN

- Assisted professors coordinate and grade assignments for an online Junior lecture course on the History of Graphic Design.

**PEACOCK STUDIO** | *Raleigh, NC; Los Angeles, CA* November 2009 - August 2016  
**Freelance Creative Strategist**

### SELECTED CLIENTS & PROJECTS

**Shane Bitney Crone** Filmmaker & LGBT activist

- Ran a successful social media campaign resulting in a viral YouTube Video (*It Could Happen to You*) and a feature film documentary (*Bridegroom*) funded by Kickstarter and presented by President Clinton at the Tribeca Film Festival.

**AllHeartsDay** A Valentine's Day e-card website

- Social media marketing; illustrations. Featured on Huffington Post.

**Zugo's Café** Gourmet Italian restaurant in Sierra Madre, CA

- Developed all branding and marketing material from the restaurant's inception. Zugo's Café has been featured in *Sunset Magazine*, *LA Magazine*, *Pasadena Weekly*, *Arroyo Magazine*, and *Hometown Pasadena*.

**EMPIRE** | *Raleigh, NC* September 2015 - December 2016  
**Graphic Designer**

- Designed creative marketing materials for Empire Eats (The Pit, Sitti, Raleigh Times) and Empire Properties.

**OUTLOOK NEWSPAPERS** | *La Cañada Flintridge, CA* June 2013 - July 2014  
**Graphic Designer**

- Responsible for layout and design for an award-winning, local weekly 40+ page newspaper.

**BRIDEGROOM & BITNEY** | *Los Angeles, CA* August 2010 - January 2013  
**Principal Creative Director**

- Developed branding materials for musicians, actors and models.

**APPOLICIOUS** | *Los Angeles, CA* November 2010 - August 2011  
**App Reviewer**

- Reviewed iPhone apps. Social media promotion for apps and Appolicious.com, an affiliate of Yahoo.com

**HBO/REDBOARD PRODUCTIONS** | *Santa Monica, CA* June 2006 - November 2007  
**Junior Screenwriter, *Deadwood***

- Wrote for Executive Producer David Milch on projects including Emmy-winning HBO series, *Deadwood*.

## Education

**NORTH CAROLINA STATE UNIVERSITY COLLEGE OF DESIGN** | *Raleigh, NC* May 2017  
Master of Graphic Design (M.F.A. equivalent).

**VASSAR COLLEGE** | *Poughkeepsie, NY* May 2006  
Bachelor of Arts in English and Italian; minor in Film.

## Skills

- Adobe Creative Cloud: Photoshop, InDesign, Illustrator, Lightroom, After Effects, Experience Design, Acrobat
- Proto.io, Axure, Justinmind

- Sketch
- HTML, CSS, Javascript & Wordpress
- DSLR and Film Photography

- Microsoft Office, G Suite, Apple Productivity Apps
- iOS Procreate
- Illustration & Painting