

Alexandra Dean Grossi

GRAPHIC DESIGNER, UX RESEARCHER & INCLUSIVE DESIGN ACTIVIST

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PROFESSIONAL EXPERIENCE

IDATA, UNIVERSITY OF CHICAGO YERKES OBSERVATORY | 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 Associated Universities Inc., University of Chicago Yerkes Observatory, TERC, University of Nevada at Las Vegas and the University of North Carolina at Chapel Hill.
- Developed UCD activities and experiences for blind and visually impaired (BVI) students in the United States and Chile studying astronomy on the IDATA project.
- Responsible for prototyping and testing the redesign of astronomy software to be accessible to BVI users.

PEACOCK STUDIO | Los Angeles, CA

November 2009 - August 2016

Freelance Creative Strategist

- Offered services in Graphic Design, Branding, Marketing, Website Design and Implementation, Social Media, and Photography.

SELECTED CLIENTS & PROJECTS

Shane Bitney Crone Filmmaker & LGBT Activist

Ran a successful social media campaign that launched Crone's career as an LGBTQ Activist. Campaign resulted in a viral YouTube video (*It Could Happen to You*), and a feature film documentary produced by Linda Bloodworth-Thomason (*Bridegroom*) that was funded by Kickstarter and presented by President Bill Clinton at the Tribeca Film Festival.

AllHeartsDay A Valentine's Day e-Card Website

An LGBTQ inclusive eCard site with original graphics and 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 the guidebook *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.

ALEXANDRA DEAN GROSSI PHOTOGRAPHY | Los Angeles, CA
January 2008 - September 2015

Freelance Photographer

- Provided photography and retouching services for the following publications:

PRINT

Flaunt, Attitude, Vice, Pasadena Weekly, Arroyo Monthly, Outlook Newspapers, American Bungalow

ONLINE

mediabistro.com, randomhouse.com, thepurplepassport.com, psychopedia.com, LAPorters.com

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

Graphic Designer

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

BRIDEGROOM & BITNEY | Sherman Oaks, CA
August 2010 - January 2013

Principal Creative Director

- Developed branding materials including online and print materials, cover artwork, posters, headshots and video creation 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

- Wrote for Executive Producer David Milch on projects including Emmy Award-winning HBO series *Deadwood* and *John From Cincinnati*.

ACADEMIC EXPERIENCE

NORTH CAROLINA STATE UNIVERSITY COLLEGE OF DESIGN | Raleigh, NC

January 2017 - May 2017

Graduate Teaching Assistant: First Year Studio

- Conducted workshops on color theory, participatory design, and manual DSLR Photography.
- Presented Adobe Creative Suite demonstrations.
- Provided individual feedback on student work.

NORTH CAROLINA STATE UNIVERSITY COLLEGE OF DESIGN | Raleigh, NC

August 2016 - December 2016

Graduate Teaching Assistant: The History of Graphic Design

- Coordinated and graded assignments for junior online lecture course.
- Provided individual feedback on student work.

EDUCATION

NORTH CAROLINA STATE UNIVERSITY COLLEGE OF DESIGN | Raleigh, NC

Master of Graphic Design (M.F.A. equivalent)

May 2017

VASSAR COLLEGE | Poughkeepsie, NY

Bachelor of Arts in English and Italian; correlate in Film

May 2006

SKILLS

- Adobe Creative Cloud: Photoshop, InDesign, Illustrator, Lightroom, After Effects, Experience Design, Dreamweaver, Acrobat
- HTML, CSS, Javascript & Wordpress
- Prototyping Software: Proto.io, Axure, Justinmind
- Sketch
- Microsoft Office, G Suite, Apple Productivity Apps
- DSLR and Film Photography
- iOS Procreate
- Illustration & Painting

PUBLICATIONS

MGD BULLETIN: 2017

Published May 31, 2017

Cyborg-Centered Design: Designing a User Interface for Cochlear Implant Recipients Through User-Sensitive Inclusive Design

Master of Graphic Design thesis excerpted.

https://issuu.com/ncstatemasterofgraphicdesignprogram/docs/mgdbulletin17_web
(Page 48)

AND SO: GRADUATE JOURNAL OF GRAPHIC DESIGN

Spring 2017, Issue No.1

May 11, 2017

Cyborg-Centered Design:

Designing the Hearing Experience for Cochlear Implant Users.

<https://design.ncsu.edu/andso/2017/05/11/cyborg-centered-design/>

THEN FINALLY: FINAL PROJECTS

Class of 2017 Issue

May 10, 2017

Cyborg-Centered Design: Designing a User Interface for Cochlear Implant Recipients Through User-Sensitive Inclusive Design

<https://design.ncsu.edu/thenfinally/#circa-2017>

SPEAKING ENGAGEMENTS

MUSIC AND THE BRAIN

Presentation on experiencing music with Cochlear Implants.

Duke University | Durham, NC

April 13, 2017

STEM CAREER SHOWCASE FOR STUDENTS WITH DISABILITIES

Panel discussion on the challenges surrounding having a disability that is not easily apparent in a mainstream setting.

Sponsored by SAS, The NC Museum of Natural Sciences | Raleigh, NC

November 9, 2016

LIES, DAMN LIES & STATISTICS:

What Deceptive Data Stories Teach Us About Information Visualization

Friday Forum presentation on how information graphics can manipulate data.

Duke University | Durham, NC

September 30, 2016

WHAT IT MEANS TO BE A LGBTQ ALLY

Discussion on how to be an LGBTQ ally and why it is important to practice empathy.
With LGBTQ Activist Shane Bitney Crone.

East Carolina University | Greenville, NC

October 21, 2015

Cambridge Friends School | Cambridge, MA

April 9, 2015

Clemson University | Clemson, SC

January 30, 2015

BRIDEGROOM: A LOVE STORY UNEQUALED DOCUMENTARY Q&A

Participated in Question and Answer sessions about the documentary, Bridegroom. With Shane Bitney Crone and Emmy Award Nominated Writer/Producer Linda Bloodworth-Thomason.

Los Angeles Premiere

AMPAS Samuel Goldwyn Theater | Beverly Hills, CA

October 15, 2013

Tribeca Film Festival

SVA Theatre | New York, NY

April 23-28, 2013 (Multiple screenings)

CLARKE SCHOOL MAINSTREAM CONFERENCE

Participated in a panel discussion with deaf and hard of hearing young adults about personal experiences of gaining an education in mainstream schools.

Clarke Schools for For Hearing and Speech | Northampton, MA

October 24, 2008