ALEX GOODMAN
GRAPHIC DESIGN SAMPLES

PORTFOLIO FOCUS:
CORPORATE, DEFENSE AND PROPOSALS

These samples illustrate some of my technical, creative and conceptual ability to provide quality graphic design.

VISUAL COMMUNICATIONS:
Over a decade of eperience conveying complex ideas into compelling visual content that properly communicates concepts and utilizes key messaging.
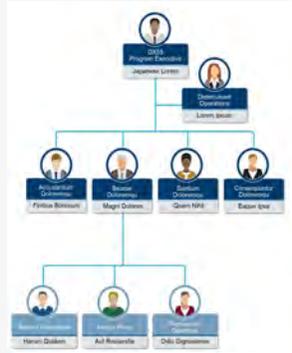
GRAPHIC DESIGN:
Highly skilled in design principles and technial concepts. Lead designer for marketing campaigns, branding, presentations, executive summaries, infographics, CONOPS, UI/UX, print and web design.

MARKETING & COMMUNICATION:
Innate aptitude for understanding corporate strategy, management approach, and techincal concepts for the competitive position to win.

CREATIVE IMPACT CONSULTING
https://www.creativeimpactconsulting.com/
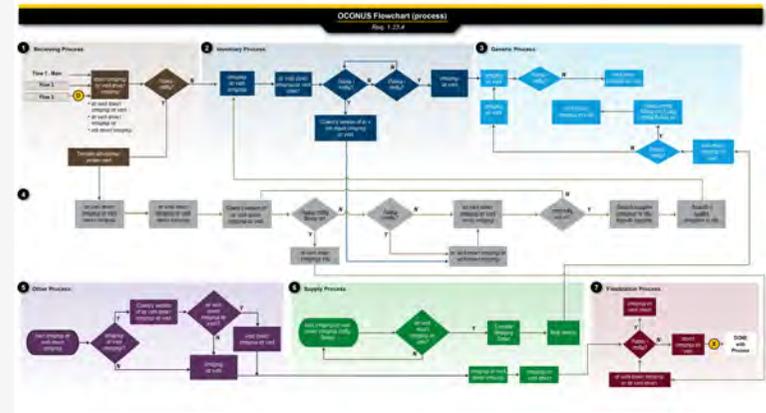alexandra.goodman@gmail.com

ORG CHART__

CONOPS__

DASHBOARD__

CAMPAGIN__

FLOW CHART__

ALEX GOODMAN
GRAPHIC DESIGN SAMPLES [CONTINUED]

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★ **DESIGN PROJECT MANAGEMENT:**
Ability to balance multiple projects, milestones, and deadlines with grace, resourcefulness and flexibility while meeting company goals and requirements.
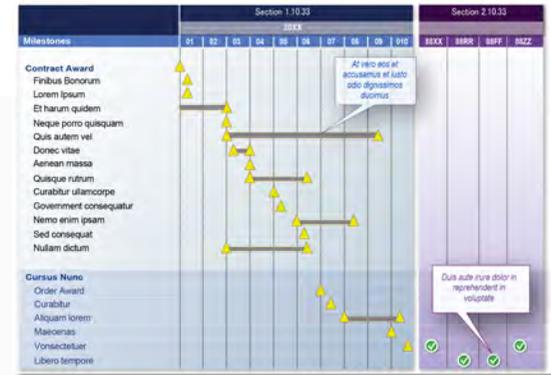
★ **CROSS FUNCTIONAL COLLABORATION:**
I collaborate with Leadership, globally distributed teams and Subject Matter Experts, ensuring all designs are aligned with strategic goals and requirements.

★ **CREATIVE DIRECTION & CONTENT CREATION:**
I bring ideas to life by helping turn complex solutions into visually compelling graphics that support mission planning.

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PROTOTYPE PAGE w/ ANNOTATION__

GANT CHART w/ CALL OUTS_

SOCIAL MEDIA CAMPAIGN GRAPHIC__

2COLOR LOGO__

LOGO__

BANNER GRAPHIC__