

CHRISTOPHER ALVARADO

CONTACT

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Dcbyca.com

ABOUT

I am the founder and creative director at DCBCYA, inc., with 7 years of experience as a visual graphic designer. Design Company by yours truly is a proud black-owned business based in Brooklyn, New York. I've always had a passion for designing and creating dynamic content and strive to achieve that for my clients.

Ready for the next stage in my life, I am actively seeking a focused and lucrative design career in New York or Georgia. The areas that interest me are visual design and/or art direction.

EDUCATION

New York City College Of Technology, CUNY
2012 - 2017

Bachelor of Design, Magna Cum Laude
Major in Graphic Design

Member Of Phi Sigma Chi Multicultural Fraternity, Inc.
Deans list 2014
Member of the Student Government Association
Member of the FSC Multicultural Awareness Group

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EXPERIENCE

DCBYCA, Inc.

Visual/Graphic Design and Creative Director

Provided creative direction for clients' visual branding with a small team of local designers
Created visual design deliverables e.g., branding, style guides, mock-ups, iconography, mood boards etc.
Provided photography services for models of various levels
Curated custom editorial style photoshoots for clients
Worked closely with Clients of various levels of business for their design needs

Industrial Color / Industrial Color Brands - Intern New York, NY

Created style guides for all brands
Made presentations have a consistent and interesting design
Designed logo, website, and ads for Surf Skate 2017
Pitched marketing ideas and design solutions for globaledit
Photographed casting and organized/ managed files
Scheduled monthly posts for all brands' Instagram pages

Luxury Sales

Sony Digital Imaging Ambassador
New York, NY

Engaged with customers to build complex, connected solutions in a fast paced, dynamic environment
Inspired and educated customers by showing them what's possible with technology and how it can best suit their lifestyle needs
Taught Photography 101 classes monthly
Accumulated and applied knowledge and expertise through continuous learning and self development, providing excellent customer experiences

SOFTWARE PROFICIENCY

Adobe CC
Figma, Webflow, EditorX
ClickUp

SKILLS

Creative director
Brand development
Project management
Event coordination