

ALEX PISCOPO

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SUMMARY

Senior Brand & Graphic Designer with 10+ years of experience leading brand systems across print, digital, experiential, and environmental design. Specializes in strategic storytelling, scalable systems, and cross-functional collaboration to drive measurable growth.

WORK EXPERIENCE

ADOBE / CREATIVE DIRECTOR, MENTOR, AMBASSADOR (FREELANCE) / JANUARY 2023 - PRESENT

- Mentor and direct early-career designers, strengthening brand storytelling and identity design.
- Led design execution for digital, social, and environmental campaigns viewed by 50K+ attendees and global audiences during Adobe MAX and on social media channels.
- Create and maintain illustration, typography, and brand systems aligned with Adobe standards.
- Participate in beta testing and cross-functional feedback loops to improve Creative Cloud tools.

ALEX COPO DESIGNS / CREATIVE DIRECTOR & BRAND DESIGNER / NOVEMBER 2021 - PRESENT

- Direct brand positioning and visual identity development for clients across B2B and consumer markets.
- Created illustrations, typography systems, and layouts aligned with brand standards.
- Prepared files for print production, vendor handoff, and digital deployment.
- Managed multiple concurrent design projects while meeting tight deadlines.

LOUDR AGENCY / GRAPHIC DESIGNER & UX/UI | MAY 2021 - OCTOBER 2021

- Conceived strategic foundations, marketing strategies, & brand guidelines for clients across print & digital.
- Developed landing pages and paid media campaigns for SaaS client websites that boosted views by 48%.
- Collaborated with website developers to translate visual concepts into high-converting layouts.

NICK'S HOUSE STUDIO / LEAD GRAPHIC DESIGNER / MARCH 2020 - MAY 2021

- Rebranded the studio's visual identity and website for stronger storytelling and usability results.
- Designed and prototyped responsive design for multiple websites that improved analytics by 28%.
- Collaborated with cross-functional teams to maintain brand consistency across digital and print design.
- Recruited junior designers and mentored them on the best graphic design principles.

SCHOOLYARD CREATIVE / UX/UI INTERN | JULY 2019 - MARCH 2020

- Assisted in the mobile app product lifecycle through research, wireframing, UI design, and user testing.
- Designed low and high-fidelity prototypes in Figma to ideate and present to stakeholders.
- Participated in accessibility audits and design reviews to meet systems thinking design standards.
- Supported the creative team in ideating and executing the visual identity for the mobile app.

EDUCATION

ROCKY MOUNTAIN COLLEGE OF ART + DESIGN / 2018-2020

B.F.A. in Graphic Design / Summa Cum Laude

HILLSBOROUGH COMMUNITY COLLEGE

A.A. in Graphic Design

AWARDS & ACHIEVEMENTS

ADOBE FIREFLY MERCH DESIGN FOR EVENTS

Adobe / February 2026

GRAPHIC DESIGN & ILLUSTRATION USING ADOBE ILLUSTRATOR

Adobe Certification / November 2025

CONTENT CREATION & MARKETING USING ADOBE EXPRESS

Adobe Certification / November 2025

FOUNDATIONS OF UX DESIGN

Google Certification / June 2025

LOGO DESIGN PANEL JUDGE

Rocky Mountain College of Art + Design / April 2024

SKILLS

CORE COMPETENCIES

Brand Strategy, Creative Direction, Art Direction, Visual Identity Systems, Campaign Development, Cross-Functional Collaboration, Stakeholder Communication, Strategic Storytelling.

DESIGN EXPERTISE

Graphic Design, Brand Design, Illustration, Typography, Grid Systems, Environmental & Experiential Design, Packaging & Merchandise Design, Web Design, App Design, Motion Design, UX/UI Design.

PRODUCTION & OPERATIONS

Print & Digital Production, Pre-Press Preparation, Vendor Management, Asset Library Management, File Organization & Documentation.

TOOLS

Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Firefly, Fresco, Express), Figma, Google Workspace, Capcut, Notion, ChatGPT, Gemini 3, Claude.