



ALEX VALCARCEL

Multimedia & Marketing Designer

EXPERIENCE

Multimedia Designer

Bisk, Tampa FL | 2014-2024

- **eLearning Development (2014-2018):**
Created multimedia assets, animations, and graphics for web-based training programs. Developed interactive visuals to simplify complex educational content for major university partners.
- **Marketing and Animation (2018-2024):**
Designed digital and print marketing materials, including landing pages, email campaigns, banners, white papers, and promotional videos. Worked with HTML, CSS, and Marketo to create responsive marketing assets. Expanded into brand storytelling and animation to support marketing initiatives.

Multimedia Designer

Technology Transfer Services, Tampa FL | 2010-2014

- Produced graphics and visual content for over 160 eLearning modules for ExxonMobil Global Operations Training Systems.
- Developed multimedia assets for a cloud-based LMS platform.
- Conceptualized and designed interactive educational games for ODESIE®, including graphics, animations, and character designs.

Graphic Artist

Sealund & Associates, Tampa FL | 2003-2010

- Created intuitive user experiences from complex training materials through interface design, illustrations, animations, photo manipulation, and custom icons.
- Supported branding and marketing through website design, promotional materials, and packaging.
- Managed project workflows and client communications from initial concept through final delivery.

EDUCATION

INTERNATIONAL ACADEMY OF DESIGN & TECHNOLOGY

Associates of Science in Web Design | 2000-2003

REFERENCES

References available upon request

PERSONAL PROFILE

Experienced multimedia designer specializing in graphics, animation, and interactive content, with a strong emphasis on marketing design. Successfully created compelling marketing materials and digital assets for prominent universities including Michigan State, Notre Dame, Florida Tech, University of South Florida, and Jacksonville University. Expertise in visual storytelling, e-learning development, and creative asset production. Passionate about cartooning and visual arts.

PROFESSIONAL SKILLS

- GRAPHIC DESIGN
- ANIMATION
- ILLUSTRATION
- HTML & CSS
- VIDEO EDITING
- MARKETING DESIGN

SOFTWARE PROFICIENCY

- ADOBE PHOTOSHOP
- ADOBE ILLUSTRATOR
- FIGMA
- ADOBE ANIMATE
- ADOBE AFTEREFFECTS/PREMIERE

CONTACT INFORMATION

Phone: 407.232.0148

Email: flumby@gmail.com

Website: alexvalcarcel.com

LinkedIn: [linkedin.com/in/alex-valcarcel](https://www.linkedin.com/in/alex-valcarcel)

PERSONAL INTERESTS

CARTOONING
3D MODELING