

Alexandra Piscopo

LEAD BRAND & UX/UI DESIGNER

📍 Denver, CO.

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Creative leader with 8+ years of experience in strategy, visual identity, UX/UI, marketing, and package design. Started in 2016 as a freelance designer which has evolved into a brand strategist and creative director role. Passionate about crafting high-impact visuals that drive engagement and business growth.

Work Experience

Curly Cue Creative | *Lead Brand & UX/UI Designer* | Denver, CO. | 06/21-Present

- Lead 50+ brand projects from concept to execution, specializing in visual identity, UX/UI, & packaging.
- Develop brand strategy frameworks that strengthen consistency and drive engagement.
- Mentored 5+ junior designers, guiding them in brand storytelling and UX best practices.
- Designed & launched 7 high-converting websites, enhancing user experience and customer retention.
- Built a six-figure freelance business, managing clients while executing strategy-driven design solutions.

Loudr Agency | *Graphic & Motion Designer* | Denver, CO. | 03/21-07/21

- Designed and produced motion graphics, logo animations, and brand identities for 30+ clients.
- Collaborated with marketing & content teams to develop UX/UI assets that enhanced storytelling.
- Improved design efficiency by creating reusable templates, streamlining project execution.

Nick's House Studio | *Graphic & UX/UI Designer* | Denver, CO. | 01/20-03/21

- Spearheaded brand design & 2 website redesigns, improving visual appeal and functionality.
- Managed a team of designers, overseeing the production of social media content, & digital/print materials.
- Led the creation of marketing campaigns that increased client brand engagement by 15%.

Education & Recognition

B.F.A in Graphic Design | *Rocky Mountain College of Art + Design* | 2020

Adobe Global Brand Ambassador | 2022-Present

Represent Adobe products, collaborate on social media, lead round table discussions, mentor students.

Panel Judge for Senior Thesis Projects | 2023

Provided critique and evaluation on brand identity and UX/UI projects for students at my Alma Mater.

Skills

Technical

Brand Strategy & Identity Systems, UX/UI Design, Adobe Creative Suite, Figma, Keynote, Packaging & Print Design, Presentation, Web Design, Marketing, Content Creation, Motion Graphics & Animation.

Leadership

Art Direction & Creative Strategy, Client Relationships & Stakeholder Communication, Mentorship & Team Leadership, Design Thinking & Problem-Solving, Project Management & Agile Collaboration.