

Alex Rivera

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Creative Cover Letter

Dear Creative Director,

As a passionate and imaginative recent graduate in Graphic Design from ArtCenter College of Design, I am thrilled to submit my application for the Junior Graphic Designer position at your innovative studio. Design is more than my career—it's my calling. I thrive on transforming ideas into compelling visuals that connect deeply and communicate clearly.

Throughout my academic journey, I immersed myself in diverse design projects, ranging from brand identity and packaging to digital campaigns and motion graphics. My **portfolio** (alexriveradesign.com) showcases some of my proudest work—including a rebranding concept for a local coffee house and a social media graphics suite for a non-profit environmental campaign.

I take pride in an ability to merge creative intuition with technical proficiency. Proficient in Adobe Creative Suite, Figma, and Procreate, I am eager to bring a fresh perspective and dynamic energy to your team. I thrive in collaborative environments, value feedback, and continuously seek to translate concepts into delightful, user-focused results.

I am excited about the opportunity to grow alongside your talented team and contribute my creativity, curiosity, and attention to detail to ongoing and future projects. Thank you for considering my application—I am looking forward to the possibility of discussing how I can make a creative impact at your agency.

Alex Rivera

Resume

Education

ArtCenter College of Design, Pasadena, CA
BFA in Graphic Design — *May 2023*

Graduated with Honors (GPA: 3.8/4.0)
Dean's List, 2021–2023

Skills & Certificates

Design: Branding, Illustration, Packaging, Layout, UI/UX, Typography, Motion Graphics

Software: Photoshop, Illustrator, InDesign, After Effects, Figma, Procreate

Certificates: Adobe Certified Professional-Visual Design

Portfolio Highlights

[Behance Portfolio](#)

[Bloom Coffeehouse Branding](#)

[GreenSteps Social Media Campaign](#)

Experience

Design Intern | BrightSpark Agency, Los Angeles, CA

Jan 2023 – May 2023

Collaborated with creative team to design digital assets for client campaigns (web, social, ads).
Assisted senior designers with developing brand identity concepts and mockups.
Researched design trends and contributed creative ideas during brainstorming sessions.

Freelance Graphic Designer

Sept 2021 – Present

Designed logos, flyers, and social media content for small business clients and student events.
Worked directly with clients to interpret vision and deliver impactful, customized solutions.

Personal Attributes

Collaborative and open-minded
Detail-oriented and organized
Quick learner, adaptive to new technologies
Strong visual storytelling
Excellent communicator