

# ALEXANDRIA J CASELLA

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## EDUCATION

### Fashion Institute of Technology

**BFA**, Spatial Experience Design  
Art History Minor  
05.2023 | GPA 4.0

**AAS**, Communication Design  
05.2021 | GPA 4.0

Phi Theta Kappa Honor Society  
Nat'l Society of Leadership & Success

### Hunter College

09.2019-05.2020  
Muse Scholars Program

## AWARDS

**The PAVE/VMSD Scholarship** 2022  
PAVE Global & VMSD Magazine

**Departmental Medal** 2021  
FIT's Department of Communication  
Design Foundation

**Girl Scout Gold Award** 2018  
Girl Scouts of America

## SKILLS

Adobe Creative Suite: Photoshop,  
Lightroom, Illustrator, InDesign,  
After Effects, Acrobat, XD,  
& Dreamweaver  
SketchUp  
Rhino  
Rendering: Podium, V-Ray,  
Twinmotion, Keyshot  
Vectorworks  
AutoCAD: 2D  
Photography: Digital & Analogue  
Fine Art: Painting, Drawing, &  
Mixed Media  
Elementary Italian

## EXPERIENCE

**Arsenal New York**, New York, NY 01.2023-Present  
**Creative Production Intern**

- Develop 3D models for luxury fashion retail brands.
- Assist in ideation and concept development of pop-ups.
- CAD drafting and rendering using Rhino and Keyshot software.

**Blue Moon Restaurant**, Rockville Centre, NY 10.2020-Present  
**Social Media Manager**

- Expands social media presence through daily posts, boostings, PR, and advertising for Instagram and Facebook.
- Photograph food, wine, and interior for content creation.

**Marshall Retail Group**, Las Vegas, NV 09.2022-01.2023  
**Store Design Assistant (Remote Intern)**

- Developed 3D models and visual merchandising solutions for airport and casino stores.
- Assisted in ideation and development of floorplans.
- Worked effectively to develop and implement new fixture ideas.

**Factory 360**, New York, NY 05.2022-08.2022  
**3D Design Intern**

- Assisted lead designer on 3D models and spatial design renderings for clients such as Meta, Grubhub, and Chainlink.
- Executed mood boards and RFPs to communicate design concepts.

**Furman Roth Advertising**, New York, NY 05.2021-05.2022  
**Junior Graphic Designer/Intern**

- Teamed with Creative Production, Research, Media and Account Management teams.
- Worked on RFPs, decks, copywriting, and participated in creative ideation meetings.

## SPECIAL PROJECTS

**Macy's Flower Show Window Contest** 02.2023  
Conceptualized and presented a window concept incorporating a message of The Flower Show to the Macy's Branded Entertainment executives with team members. Placed 2nd in contest.

**FIT x Macy's Parade 201 Think Tank** 09.2022  
Individually selected to conceptualize and present a thematic parade concept incorporating a message of family and diversity to the Macy's Branded Entertainment with team members.

**Under the Umbrella Rentbrella** 04.2022  
As a class project, collaborated with the Brazilian company Rentbrella to launch the first NYC activation with a sensory exhibit in FIT's Art and Design Gallery. Responsible for the design, fabrication, and installation of the Superhero + Subway vignette.

**Nancy Drew Hardy Boy Immersive Experience** 07.2022-Present  
Assistant Designer for Selleck Vision. 3D digital model creation and rendered animation for exhibit comprised of 14 rooms and additional interactive experiences.