

# Alexa Tarrayo

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## Education

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### **Simon Fraser University**

Bachelor of Arts  
Joint Major, Communications and  
Interactive Arts & Technology  
Concentration in UX and Graphic Design

### **University of British Columbia**

Extended Learning  
Writing for the Web and Digital Media

### **SFU Continuing Education**

Creative Fiction for the Weekend Student

### **Yonsei University, Study Abroad Program**

Communications & Creative Writing

## Technical Skills

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### **Adobe: Creative Suite**

Illustrator & Indesign  
Photoshop & Lightroom

### **Illustration and Iconography**

Figma

Canva

Mailchimp

Wordpress

Event, Portrait & Product Photography

## Events & Freelance

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### **Fresh Roots Urban Farm Society:**

#### **Contract Designer**

Non-profit working with school  
communities to teach food education.

### **Glued: BiPoC Zine & Art Fair:**

#### **Organizer, Designer, and Social Media**

Collective with a goal to uplift BiPoC artists  
by creating space in the local Vancouver  
zine and printmaking scene.

### **The Permanent Rain Press:**

#### **Album and Concert Articles Writer**

PoC woman-run Vancouver-based music  
news and interview outlet, highlighting up  
and coming Canadian artists.

## Work Experience

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### **PeerNetBC — Communications and Design Lead, Organizational Strategy Co-Lead, 2019 - Present**

- Drove the rebrand of PeerNetBC through elaborate research operations: gathering data through conducting interviews with staff and board, 'dream' mapping, and hosting weekly interactive internal workshops. Collaborated closely with all staff to facilitate collective decision making about the organization's look and feel.
- Facilitate weekly communications and design strategy team syncs to further explore PeerNetBC's voice, vision, mission, and organizational values to inform not only look and feel but broader strategic planning and fundraising.
- Established clear design principles and sustainability processes at PeerNetBC by creating a robust communications package with brand guidelines and key messaging influencing our team onboarding and sponsorship fundraising package.
- Ensure brand sustainability by implementing strong design processes and operations utilizing Notion, Monday.com, Miro and Google for Non-profits. Additionally, onboarded PeerNetBC staff to new operational platforms to manage grant and report tracking, project management, and programming deadlines.
- Responsible for the design and execution of all PeerNetBC assets such as posters, social media and website graphics, brochures, reports, workshop presentations, and worksheets for print and digital distribution.
- Managed the redesign of the 2002 PeerNetBC website, ensuring alignment with PeerNetBC's new brand identity to reflect changes in perspectives and core values.

### **Scentuals Natural & Organic Skincare — Design Assistant & Social Media, 2018 - 2019**

- Established the brand essence of a Scentuals sister wholesale brand through leading curated brand photography and collaborating with the Design Lead on packaging.
- Designed labels, packaging, and sell sheets for Scentuals' many collections, implementing typographic and graphic design principles across a wide range of sizes and products.

### **Kinsight — Communications Assistant, 2018 - 2019**

- Worked directly with the Communications Director to compose and redesign Kinsight internal (eg. employee news) and external promotional (eg. posters, flyers) material for both digital and print distribution.
- Responsible for the content (event photography, interviews), design, and distribution of monthly "Spotlight," a Kinsight-wide employee-focused e-bulletin.
- **\*Retained as freelance contractor** and consultant designer