

Alex Blechta

Graphic Designer, Photographer & Videographer employing a design-thinking approach and user empathy to craft engaging visual stories.

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Toronto, ON

AREAS OF EXPERTISE

Adobe Creative Suite (Ai, Ps, Id, Pr, LrC, Ae, XD)

Figma

Social Media Content Creation

Klaviyo

Web Design & Development

AODA & WCAG Standards

HTML5 & CSS3

Microsoft Office

Project Management

Email Development

Notion

SaaS

Salesforce

Email Testing

Animation & Motion Graphics

Video Production & Editing

Portrait & Product Photography & Editing

EDUCATION

York University & Sheridan College (YSDN)

Toronto Ontario, Canada

Bachelor in Design (BDes)

Monash University (MADA)

Melbourne Australia

Exchange Program

EXPERIENCE

Arnold Street Media | Graphic Designer, Photographer, Videographer

July 2024 - July 2025

- Executed social-first, high-velocity video editing for TikTok, Instagram Reels, and Meta placements, optimizing 9:16 formats with retention-driven hooks, rhythmic pacing, and platform-safe composition.
- Filmed, photographed, and edited short-form brand content in both studio and on-location environments, applying lighting, composition, and storytelling principles to increase engagement and watch-through rates.
- Owned end-to-end post-production, including footage organization, speed editing in Premiere Pro, color grading with Lumetri, and mobile-optimized audio mixing and sound design.
- Designed static social assets across multiple formats using photography, stock imagery, typography, and AI-assisted tools; created motion graphics and kinetic typography in After Effects to elevate social content.
- Integrated AI-enhanced workflows into the post-production process to improve efficiency, accelerate turnaround times, and support high-volume content delivery.
- Collaborated with strategists, copywriters, and clients on shoot-to-edit strategies, ensuring footage was captured for scalable, rapid post-production and consistent brand execution.
- Optimized and delivered final assets across platforms, maintaining pixel-perfect quality, brand consistency, and performance under tight deadlines.

Cineplex | Graphic Designer & Email Marketing Specialist

January 2022 - March 2024

- Designed bilingual email campaigns with SaaS, incorporating animations, resulting in a 30% increase in click-through rates.
- Collaborated with copywriters, art directors, and senior designers to design diverse campaigns, including web banners, print ads, digital ads, social media posts, motion graphics, presentations, and video storyboards, boosting click-through rates by 25%.
- Streamlined email workflow and task allocation, increasing efficiency by 50%, and led weekly brainstorming sessions to introduce innovative design concepts, and pushing creative boundaries.

ACCOMPLISHMENTS

Domtar Award for Print Design

2021, Honorable Mention,

RGD Student Awards

Popularity Prize for Branding & Identity

2021, RGD Student Awards

Featured Portfolio for Design

2021, Bestfolios

Premise Award for Promotional Web Design

2019, Honorable Mention,

RGD Student Awards

Design Hackathon

2018, York Sheridan Design Program