

ALEXANDRA MEYERS

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EDUCATION

James Madison University – BA in Media Arts and Design, concentration in Interactive Design – May 2024

- Sport Communication Minor
- SMAD Alumni/Professional Advisory Scholarship Recipient
- Multiple time Dean's List Recipient
- Imre-Crusse Endowment for Excellence Scholarship Recipient

PROFESSIONAL EXPERIENCE

Philadelphia Eagles — Digital Product Seasonal Associate

July 2024 – Present

- Designed end-to-end app experiences using Figma for ideation and Rover/YinzCam for prototyping, and development
- Designed custom graphics, web banners, and digital assets to enhance user engagement and support marketing initiatives and corporate sponsorships
- Oversaw daily content management for app and website platforms, ensuring timely updates and maintaining information accuracy
- Analyzed user engagement metrics for app and web platforms, delivering actionable insights to optimize performance and inform future enhancements

National Football League — Product Design Intern

June 2023 – August 2023

- Designed game banners that are active on NFL.com with breakpoints for desktop, mobile, and tablet sizes
- Redesigned App Store and Google Play screenshots and updated assets for 2023 season
- Collaborated with project managers to create third party authentication user flows for YouTubeTV and Amazon Prime Video
- Learned how to navigate a design system in Figma on a large-scale, build components, and pages

Computer-Human Interaction Student Design Conference — Presenter

April 2023

- Researched to solve one of the United Nations sustainable development goal #4: Quality Education
- Research paper, video, and poster proposing a solution published in the Association of Computing Machinery
- Group was one of 17 finalists chosen to present in Hamburg, Germany out of 56 submissions

JMU University Recreation — Design Specialist

August 2022 – October 2023

- Developed a marketing plan and strategy according to my assigned vertical
- Arranged client meetings, conducted peer reviews for coworkers' designs and provided feedback
- Created signage for buildings and filmed/edited photos and videos for events and programs
- 2023 Employee of the Year

JMU Athletics Graphic Design and Social Media — Internship

January 2023 – May 2023

- Designed promotional graphics, gameday graphics, and trading cards for JMU's athletic teams
- Shadowed the head of social media and learned the strategy behind planning social content
- Learned how an athletics creative team works in a real-world scenario and collaborates with the marketing team and sponsors

The Bluestone — Designer

August 2021 – August 2023

- Designed spreads for JMU's yearbook in a timely manner to ensure deadlines were met
- Followed to brand guide to ensure designs followed the theme guidelines and requirements
- Participated in weekly staff meetings to strategize theme, design, and coverage

LEADERSHIP/INVOLVEMENT

JMU Club Tennis — President

March 2021 – May 2024

Media Arts and Design Club — Treasurer

August 2022 – May 2024

Kappa Alpha Theta Fraternity — Recruitment Guide 2023, Greek Sing Exec 2024

September 2021 – May 2024

University of Urbino — Study Abroad

May 2022 – June 2022