

Alexandra Aranda

Multidisciplinary Designer

alexandraaranda.xyz
New York, NY
917.849.9237
hello@alexandraaranda.xyz

RISD-trained multidisciplinary designer working across brand, digital, editorial, and physical experiences. My background combines hands-on design, creative direction, and entrepreneurship—from co-founding a nationally distributed product brand to collaborating with founders and creative teams on websites, digital products, and visual systems. I bring a strong foundation in typography, visual storytelling, and design systems, with experience taking ideas from concept through execution.

EXPERIENCE

Independent Designer & Creative Director

2025–Present • New York, NY

Independent design practice spanning brand, digital products, websites, and editorial design for founders, organizations, and creative teams.

Visual & Digital Design • New Entity • 2026–Present

- Partnered with the founding team of a San Francisco investment venture to establish its visual and digital presence, developing a cohesive design system across web, presentations, social media, and printed collateral.
- Led website strategy, information architecture, and UX/UI design, collaborating with developers to build a scalable platform for portfolio companies, events, and investor engagement.

Brand & Product Design • RIA • 2026

- Joined a small team assembled by founder Ayah Bdeir to develop the visual language and UX/UI for an early-stage travel app, designing experiences for saving, organizing, sharing, and planning around personal recommendations in collaboration with engineers.

Visual & Web Design • Houston Design Collaborative • 2025–Present

- Evolved the nonprofit's existing visual identity and designed a responsive website, introducing a flexible color and UI system to support programming, events, and community engagement. Continued collaboration across digital communications and website development.

Editorial Design • Clarkson Potter | Penguin Random House • 2026–Present (Forthcoming 2027)

- Designed the interior of a photography-led home and lifestyle book, developing page layouts, typography, and informational graphics in collaboration with the editorial and creative teams.

Co-Founder & Creative Director • MAJO IDEAS

October 2021 - Present • New York, NY

Co-founded and built an art-inspired children's brand, leading creative direction and product development across physical and digital experiences.

- Directed the development of 12 artist-inspired activity packs, spanning product design, packaging, illustration, photography, e-commerce, and marketing.
- Led collaborations with designers, illustrators, photographers, and manufacturers from concept through production.
- Grew the brand to 30,000+ units sold and distribution in 150+ museum and specialty retailers nationwide.

EARLIER EXPERIENCE

Sales & Business Development Manager • Anglepoise

2015–2019 • New York, NY

EDUCATION

Rhode Island School of Design (RISD) • BFA, Furniture Design

2008 • Providence, RI

SKILLS

Visual & Brand: Art Direction · Visual Design · Typography · Layout · Brand Systems · Editorial Design

Digital & Product: UX/UI Design · Web Design · Design Systems · Interaction Design · Prototyping

Creative & Strategic: Creative Direction · Product Development · Research Synthesis · Cross-functional Collaboration

Tools: Figma · Adobe Creative Suite · Shopify · AI-Assisted Design Tools