

## Fee Alvi – [Graphic Designer](#)

Graphic / Marketing Design / Digital Production / Photography

Web • Social • Email • Banners • Responsive HTML/CSS • WordPress

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- 2024 - **[MSBIA](#) – Main Street Business Improvement Association**  
**Spin PR Group, Santa Monica Daily Press** (Contributor)  
Santa Monica Events and Local Merchant Promotion
- WordPress – Designer / Front End Responsive HTML/ CSS
  - Print Graphics / Social Media Ad Banners
  - Large WLA Street Events -Production Assistance
- 2020 - 2023 **Growthmed.com – Playa del Rey**  
Graphic Designer
- Website UI - Mostly Plastic surgery industry.
  - CSS adjuster.
  - Mailchimp eBlast creation
  - Blog / Page Populating w/ HTML / CSS
- 2013 - 2019 **MSBIA – Main Street - Santa Monica**  
(see current)
- 2012 – 2013. **PromoJam** - Culver City - 90232  
Social Media Marketing Graphics
- Landing Page Funnel Mockup Design
  - Events Promo Landing Pages Mockup Design
- 2007 - 2011 **MGM Resorts** (Luxor, Excalibur & Mandalay Bay...)  
Las Vegas Strip, NV  
Entertainment Marketing Graphics / Email Design
- eMail campaign design and coding file prep
  - Digital ad banners, light boxes, to billboard collateral
  - Flash & After Effects animations
- 2004 - 2006 **McCartney Multimedia** - Play Del Rey  
Entertainment Marketing Graphics / Email Design
- Ifanz - Music Industry web-based app editing
  - Flash – Websites, Banner Ads
  - Web Design

- 2003– 2004      **Rain Makers / Film Vault**  
Culver City, 90232  
Photography / Image Processing / HTML
- Movie studio sound stage location still shoots of set props
  - Managed Photo studio shooting movie wardrobe and small items
  - eBay- item listing entries sold for auction
- 2000 - 2002      **Clear Channel Entertainment**  
Mid-Wilshire, LA, CA 90036  
Radio Stations Graphic Designer / HTML / Flash Animation
- Radio Promotions and Music Industry Page Design
  - Collateral Print Design
  - Station Branding and Logos,
  - Flash Animated Banners AS2
  - HTML & CSS
- 1998 - 1999      **Enigma Digital - (KNAC, Groove & ACAZA Radio Stations)**  
Lincoln Blvd. Santa Monica, CA 90401 Graphic  
Designer / HTML Programmer
- Radio Station Web Page Mockup Design
  - Flash Animator - Promo Pods & various
  - Banners and Key Art Signage
  - HTML Coding
- 1998 - 1999      **Skilled Nursing - (Healthcare Industry Management Tool)**  
5700 Century Blvd. 90045 LAX  
Graphics Dept. Manager
- Headed Team of Designers
  - Graphic Design - Web UI and Print
  - Event show staff

# Fee Alvi

Hi,

I am a graphic designer with over 15 years of experience as head of graphic departments or as a lead graphic designer roles which include office/project management as part and parcel.

I was Lead Designer at Clear Channel Interactive, where I was doing website UI and marketing promos for top-rated music industry/radio stations promo, animating extensively in Flash in those days.

For six years at MGM Resorts Vegas Casinos, mostly in entertainment and hospitality, I did hundreds of email / backlit displays, email coding, 360 collateral - banners to signage on the successful campaigns. My professional skills and experience have been applied in a wide variety of industries, from glamorous entertainment to health care and plastic surgery to technical industries.

I am proficient with the core Adobe CC editing apps, such as Photoshop, Illustrator, and Premiere / After Effects; Adobe Express of late, to animate social verticals.

Before computer graphics, I was a medium-format commercial photography studio/photographer. I was also a photographer, videographer, and graphics designer for law firms, where my early graphics were for trial exhibit boards.

Today, in the Santa Monica area for various local events and merchants, I do web and social media graphics as well as WordPress web page building, which includes hand-coding HTML / CSS for customization and responsiveness.

Regarding Office / Project Management, in addition to skill and any technical know-how, first and foremost, I am a good communicator, and that is where my people skills come in handy, particularly I am comfortable front-facing clients.

Event promo and startups being part of a great team, having those shared successes, I find fun and enjoyable.

I am sure you will appreciate what I have to offer.

Thank you for your time.

Best regards,

Fee Alvi

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