


# alex o. colón

Multimedia Designer with 7+ years of experience blending creativity with functionality, notably in the board game industry. A graphic designer proficient in video production, UX design, and emerging AI tools. When you get down to it, I'm a reliable problem-solver who collaborates with teams to turn complex challenges into inventive opportunities—and opportunities into results.

( 787 ) 225 - 0478

[alexocolon@outlook.com](mailto:alexocolon@outlook.com)

[www.alexocolon.me](http://www.alexocolon.me)



**Skills** branding / concept development / layout design / video editing / AI integration  
**Software Suite** Photoshop / Illustrator / Premiere Pro / After Effects / InDesign / Blender 3D  
Basecamp / Microsoft Word and PowerPoint / Smartsheet / Google Suite  
**Languages** Native English and Spanish / basic French / learning Japanese

## Professional Experience

**Multimedia Producer** / Asmodee USA–CATAN Studio, Roseville, MN / Apr 19 - Jul 22

**Freelance Designer** / CATAN Studio, Roseville, MN / Aug 23 - Jan 24, Sep 24 - Dec 24

- ⌘ **Worked on the development of over 18 board games**, specializing in layout design, packaging / print design, and art editing. Held key roles such as Package Art Director for CATAN 3D, Producer for *The Helpers*, and Designer for *Dawn of Humankind*.
- ⌘ **Designed creative solutions** to support weekly marketing and branding initiatives, including advertisements, social media visuals for platforms like Twitter, Instagram, and Facebook, assets for e-commerce and online retailers, and product photography.

- ⌘ **Led media projects across multiple formats**, including game trailers, unboxing videos, event highlight videos, and creative campaigns for holidays like April Fools. Managed all stages of production, from concept and design to filming, editing, and release.
- ⌘ **Redesigned the CATAN game catalog** with UX-focused improvements, enhancing product clarity and consumer engagement. Created a modern, book-style format to boost retention and coordinated with global partners to maintain branding consistency.
- ⌘ **Managed external contractors**, including video studios, creative agencies, and artists, ensuring alignment with campaign goals and brand guidelines while fostering stakeholder collaboration. Directed external video teams for 20+ domestic and international event shoots, overseeing schedules, budgets, and logistics.
- ⌘ **Managed Catan's YouTube channel content development**, coordinating video post- and pre-production efforts that helped the channel reach 2.3 million total views.
- ⌘ **Edited English localization** for *Treasures, Dragons and Adventurers* and supervised the localization for the *CATAN Assistant App*, including hiring and direction for its voice over. Contributed to the Spanish localization of Niantic's *CATAN World Explorers*.

### **Freelance Designer and Video Editor** / Self-Employed, Saint Paul, MN / May 23 - Present

- ⌘ **Delivered professional client portrait photography and video**, ensuring consistent visual identity across online platforms.
- ⌘ **Created engaging videos by editing raw footage and designing motion graphics**, adhering to client feedback and project needs.



### **Graduate Assistant** / Indiana University Purdue University, Indianapolis, IN / Aug 16 - May 18

- ⌘ **Produced marketing videos** for the school and contributed to two local documentaries.
- ⌘ **Supported game development courses** led by Prof. Mathew A. Powers through prototype playtesting, organizing course work, and creating study materials, presentations, and event resources. Coordinated the school's Capstone event, managing logistics and activities.

**Freelance Graphic Designer** / Self-Employed, San Juan, PR / Aug 13 - Jan 17

**Usher Supervisor** / People Ushers, Inc, Bayamón, PR / Jul 07 - May 13

**Assistant Art Teacher** / Fundación Luis Muñoz Marín, San Juan, PR / Aug 12 - Jun 13

**Packaging Designer** / Royal - Il Razor Co., Inc., San Juan, PR / May 08 - Aug 10

## **EDUCATION**

### **MS / Masters of Science**

**Media Arts and Science** - Indiana University  
Purdue University Indianapolis,  
Indianapolis, IN  
2018

### **BFA / Bachelor of Fine Arts**

**Graphic Design** - University of Puerto Rico  
Carolina (UPR Carolina),  
Carolina, PR  
2012