

ALEXIA VONDRACHEK PORTFOLIO

BIO + BODY OF WORK + HIGHLIGHTS



infinityfoils.com

COVER LETTER

Dear Hiring Team,

While I've spent many years leading creative work within my own studio, I'm intentionally seeking a role inside a larger organization where I can focus on design execution, and building great work as part of a team. I value clear feedback, cross-functional partnership, and contributing to a brand at scale.

I bring a hands-on approach, strong presentation skills, and experience guiding designers and partners to deliver cohesive, on-brand creative across multiple formats. I'm motivated by work that pushes ideas forward while maintaining consistency, clarity, and impact.

I would welcome the opportunity to connect and discuss how my skills and experience could support your team's creative goals.

Please view my portfolio at www.prettiestpixel.com/about

Warmly,
Alexia Vondrachek
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ALEXIA VONDRAČEK



KEY POINTS

CREATIVE DESIGN

- Design from concept to completion.
- Material selection & Budgeting
- Global design direction across social platforms, print and web medias
- Digital illustration and typography
- Engages in all aspects of product and packaging design. From creation of prototypes to final product design for enhanced visual storytelling.

EXPERTISE

I have dedicated my career to the graphic arts in both print and digital media. Expert skill with the Adobe Suite, including Illustrator, Indesign, Lightroom and proficiency in other industry leading programs.

I lead a team and have leadership training. I also have skills and full understanding of workflow systems, production systems and project management.



CAREER HIGHLIGHTS

TOP 5

Creative Leadership | The Prettiest Pixel

Founder and designer of The Prettiest Pixel, with a portfolio spanning luxury stationery, product design, media, e-commerce, branding and marketing. Recent focus includes strategic leadership, high-level creative direction, and production oversight.

Recognition

- Gold Leaf Award (2x recipient) 2023, 2024
- PIA Best of Category, 2025
- Featured in Style Me Pretty, Wedding Day Magazine, Loverly, and others

Client & Industry Engagement

Regularly meet with clients, vendors, and industry peers virtually and at national conferences. Actively build and maintain professional relationships through association membership and events.

Operations & Quality Control

Led the transition to in-house production to improve quality, speed, and efficiency. Oversaw development of a custom CRM and project management system to support sales, operations, printing and production.

Professional Development

Member: FSEA, PIA

Programs: SBDC's GAME, Clampitt's Paper School

Ongoing training in leadership, design strategy, and operations



Expansion of Style 106. Produce on sheet fed digital die cutter, digital printing designed from concept to completion



Digital Die cutter, creation of several prototypes for proper form and function.



Use of hot foil stamping, digital printing, digital die cutting, all in-house



Concept to completion of a hilarious but jaw dropping slightly offensive stationery.

THE WEBSITE

PRETTIEST PIXEL
luxury wedding stationery

HOW IT WORKS

SHOP ▾

LEARN ▾

ABOUT US

CONTACT ▾



START HERE

PREMIUM STATIONERY

WEDDING INVITATIONS

BUSINESS STATIONERY

AND GIFTS

GIFTS & STATIONERY

CUSTOM ORDERS

INVITATION PLANNER

GET A QUOTE

Website Responsibilities & Strategy

Recruited contract developers and designers to support the creation and evolution of our web presence including:

- Hybrid platform integrating Shopify (for direct-to-consumer sales), embedded CRM forms (for lead capture and workflow automation), and Wix (for hosting and core site structure).
- Collaborated with external designers and developers to maintain a fully responsive website, accessible at both www.theprettiestpixel.com and www.prettiestpixel.com.
- Developed content and collaborated in UX strategy tailored to first-time visitors navigating the custom wedding stationery process.
- Addressed the challenge of aligning with marketing benchmarks in a niche, high-touch product category by prioritizing brand awareness and education-focused campaigns over traditional direct-conversion funnels.
- Utilized the Shopify store to streamline transactions for returning clients purchasing day-of stationery, reducing friction and bypassing the need for a custom quoting process.

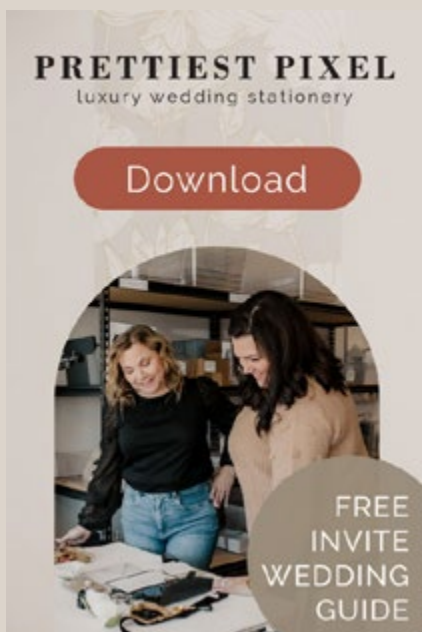
MARKETING CAMPAIGNS

META & GOOGLE
Carousel & Video



PINTEREST | ETSY
1.1M Monthly Views | Excellent ROAS

AWARENESS



Our free download
which is an educational
tool and value add

ENGAGEMENT



Our engagement rate is between
2.6% and 6.5% on Pinterest

CONVERSION



ROAS OF 4600%
Went viral on Pinterest
in 2024

TOOLS FOR CLIENTS

YOUR INVITATION CHECKLIST:

SAVE THE DATES

- ☐ Define quantity & budget: _____
- ☐ Complete Guest List Spreadsheet _____
- ☐ Save the Date mailing goal date: _____

WEDDING INVITATIONS

- ☐ Define quantity & budget: _____
- ☐ Purchase invite samples: _____
- ☐ Set goal date to book designer: _____
- ☐ Obtain quotes/evaluate pricing: \$ _____
- ☐ Book designer: Name _____
- ☐ Send details to designer; Due Date: _____
- ☐ Completion goal date: _____
- ☐ Figure out postage at USPS: _____
- ☐ Invitation goal date to mail: _____

WEDDING DAY STATIONERY

- ☐ Order day-of stationery
 - ☐ Ceremony Programs
 - ☐ Place Cards
 - ☐ Reception Menus
 - ☐ Table Numbers

NOTES

PRETTIEST
luxury wedding stationery

CLIENT EDUCATION

Value add for our clients and part of our Invitation Education - Mini Deesign Guide, helping our clients understand timelines and printing techniques.

INVITATION TIMELINE

THIS INCLUDES BUFFER TIME - A NO-STRESS APPROACH

WEDDING MONTH		WEDDING MONTH	
JANUARY	Define budget • Define quantity	JULY	Define budget • Define quantity
MAY	Buy samples • Obtain Quotes	NOVEMBER	Buy samples • Obtain Quotes
JULY	Book Designer • Send details to Designer	JANUARY	Book Designer • Send details to Designer
SEPTEMBER	Invitations complete	MARCH	Invitations complete
OCTOBER	Mail invitations	APRIL	Mail invitations
FEBRUARY		AUGUST	
JUNE	Define budget • Define quantity	DECEMBER	Define budget • Define quantity
AUGUST	Buy samples • Obtain Quotes	FEBRUARY	Buy samples • Obtain Quotes
OCTOBER	Book Designer • Send details to Designer	APRIL	Book Designer • Send details to Designer
NOVEMBER	Invitations complete	MAY	Invitations complete
NOVEMBER	Mail invitations	MAY	Mail invitations
MARCH		SEPTEMBER	
JULY	Define budget • Define quantity	JANUARY	Define budget • Define quantity
SEPTEMBER	Buy samples • Obtain Quotes	JANUARY	Buy samples • Obtain Quotes
NOVEMBER	Book Designer • Send details to Designer	MARCH	Book Designer • Send details to Designer
DECEMBER	Invitations complete	MAY	Invitations complete
DECEMBER	Mail invitations	JUNE	Mail invitations
APRIL		OCTOBER	
AUGUST	Define budget • Define quantity	FEBRUARY	Define budget • Define quantity
OCTOBER	Buy samples • Obtain Quotes	APRIL	Buy samples • Obtain Quotes
DECEMBER	Book Designer • Send details to Designer	JUNE	Book Designer • Send details to Designer
JANUARY	Invitations complete	JULY	Invitations complete
JANUARY	Mail invitations	JULY	Mail invitations
MAY		NOVEMBER	
SEPTEMBER	Define budget • Define quantity	MARCH	Define budget • Define quantity
NOVEMBER	Buy samples • Obtain Quotes	MARCH	Buy samples • Obtain Quotes
JANUARY	Book Designer • Send details to Designer	MAY	Book Designer • Send details to Designer
FEBRUARY	Invitations complete	JULY	Invitations complete
FEBRUARY	Mail invitations	AUGUST	Invitations complete
JUNE		DECEMBER	
OCTOBER	Define budget • Define quantity	APRIL	Define budget • Define quantity
DECEMBER	Buy samples • Obtain Quotes	APRIL	Buy samples • Obtain Quotes
FEBRUARY	Book Designer • Send details to Designer	JUNE	Book Designer • Send details to Designer
MARCH	Invitations complete	AUGUST	Invitations complete
MARCH	Mail invitations	SEPTEMBER	Mail invitations

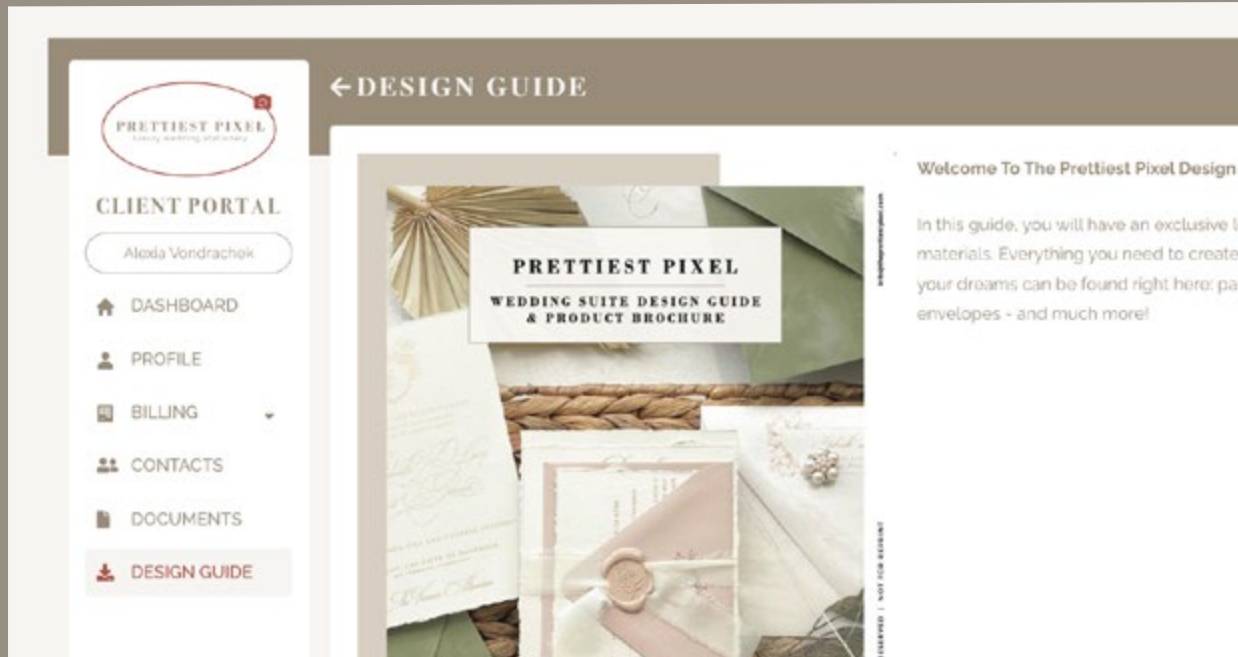
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TOOLS FOR CLIENTS

CLIENT PORTAL + DESIGN GUIDE

Our clients receive exclusive access to a 70 page proprietary design guide through our invite-only client portal. As a white-glove design agency, we created this guide to serve as a comprehensive resource throughout the design process. While not interactive beyond standard EPUB or PDF functionality, it is intended to be a reliable point of reference for inspiration, guidance, and clarity.

Client Portal



Brand Culture



Client Education



Guidelines/Etiquette







Authentically designed. R & D for materials for "frosted acrylic" including buying, testing and final launch of this unique material.



Designed, produced and photographed collections of direct sale products to increase conversion rates.



Flagship design for 2026.



Designed and printed a never-seen-before luxury invitation package. 11 step complex process.