

ALEXIA VONDRACHEK PORTFOLIO

BIO + BODY OF WORK + HIGHLIGHTS



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ALEXIA VONDRAČEK



@prettiestpixel

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.



C A R E E R H I G H L I G H T S

T O P 5

Creative Leadership | The Prettiest Pixel

Senior Art Director of The Prettiest Pixel, with a portfolio spanning luxury stationery, product design, media, e-commerce 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

ALEXIA TUPA VONDRAČEK

SENIOR ART DIRECTOR

PORTFOLIO: WWW.PRETTIESPIXEL.COM/ABOUT

913.706.1515 | acvondrachek@gmail.com | www.prettiespixel.com

PROFESSIONAL SUMMARY

Senior Art Director with 10+ years of experience leading concept-driven visual storytelling across retail, brand, print, digital, and integrated campaigns.

Known for pairing bold creative ideas with exceptional craft and hands-on execution. Collaborative, detail-driven, and fluent in guiding teams and partners to deliver high-impact, brand-aligned work in fast-paced environments.

CORE SKILLS

Art Direction • Integrated Campaigns • Retail Creative
Visual Storytelling • Brand Stewardship • Concept Development
Presentation Design (PowerPoint, Keynote)
Creative Review & Feedback • Cross-Functional Collaboration
Adobe Creative Suite (Expert)

EXPERIENCE

SENIOR ART DIRECTOR

Pretties Pixel — Shawnee, KS | Jun 2007 – Present

- Led art direction and visual concepting across integrated campaigns, retail-facing creative, print, digital, and e-commerce experiences.
- Translated creative briefs into clear, compelling visual systems across formats including video, digital, print, and presentations.
- Collaborated closely with designers, writers, production partners, and vendors to deliver cohesive, brand-aligned creative.
- Personally executed high-volume design work in Adobe Creative Suite, maintaining exceptional craft and attention to detail.
- Guided and reviewed work from junior designers and freelancers, providing clear direction and actionable feedback.
- Presented creative concepts and final work internally and to partners with clarity and confidence.
- Maintained high standards of execution while managing multiple timelines and deliverables in a fast-paced environment.
- Stayed current on design trends, production techniques, and emerging tools to continuously elevate creative output.

SKILLS

DESIGN

ADOBE CREATIVE SUITE
PROCREATE
WACOM
FIGMA
IPAD

MARKETING & COMMERCE

PINTEREST
META
SHOPIFY
ETSY
WIX
GOOGLE

ADMINISTRATIVE

ZOHO ONE
GOOGLE BUSINESS SUITE
QUICKBOOKS
SLING
TRELLO
DUBSADO
MICROSOFT EXCEL & SUITE
CONFLUENCE
ZAPIER
ZOOM
GOOGLE MEET
LOOM

ALEXIA TUPA VONDRAČEK

SENIOR ART DIRECTOR

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GRAPHIC DESIGNER

Uhlig LLC — Kansas City, MO | Mar 2007 – Dec 2008

- Designed branded assets for newsletters and publications in a high-volume, deadline-driven environment.
- Transformed low-resolution files into scalable vector artwork and maintained brand consistency.
- Collaborated cross-functionally to support storytelling and nightly production cycles.

PRODUCTION ARTIST / GRAPHIC DESIGNER

Print Time — Kansas City, MO | Mar 2002 – Jul 2006

- Delivered end-to-end print production including layout, prepress, and typesetting.
- Troubleshoot complex files and ensured quality output under tight deadlines.
- Supported workflow optimization and production efficiency.

GRAPHIC DESIGNER

Advantage Printing — Leavenworth, KS | Jun 2001 – Mar 2002

- Designed brochures, newsletters, and business collateral for press.
- Consulted directly with clients on design and reprint needs.

EDUCATION

University of Missouri-Kansas City
M.Ed., Art Education

University of Saint Mary
BFA, Graphic Design

SKILLS

DESIGN

ADOBE CREATIVE SUITE
PROCREATE
WACOM
FIGMA
IPAD

MARKETING & COMMERCE

PINTEREST
META
SHOPIFY
ETSY
WIX
GOOGLE

ADMINISTRATIVE

ZOHO ONE
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CONFLUENCE
ZAPIER
ZOOM
GOOGLE MEET
LOOM

THE WEBSITE

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.



M A R K E T I N G C A M P A I G N S

META & GOOGLE Carousel & Video



PINTEREST | ETSY
2.3M Views | Excellent ROAS

Awareness

PRETTIEST PIXEL
luxury wedding stationery

Download

FREE
INVITE
WEDDING
GUIDE

Our free download
which is an educational
tool and value add

Engagement



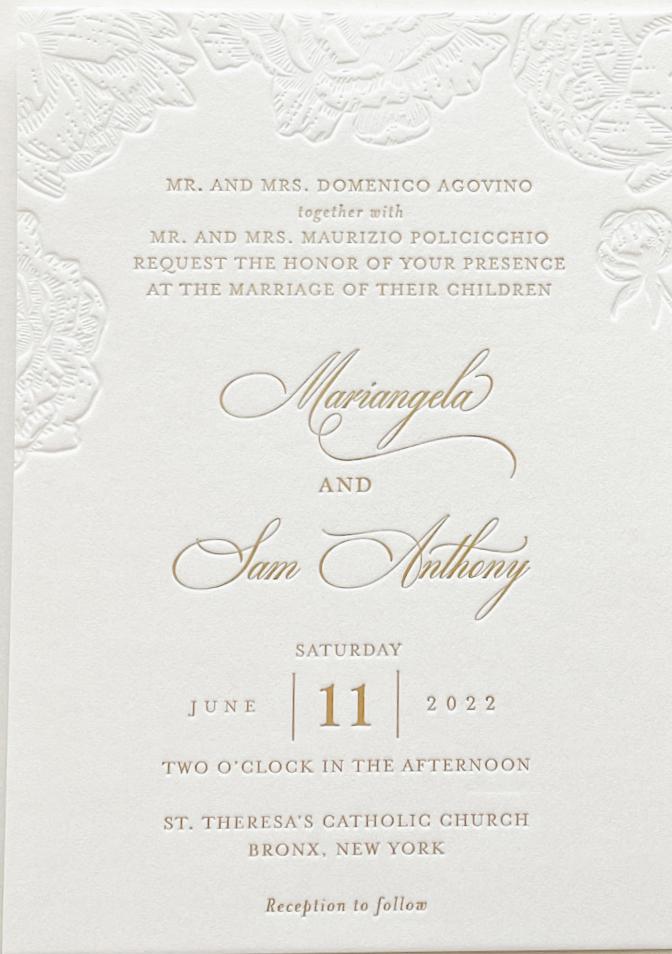
Our engagement rate is between
2.6% and 6.5% on Pinterest

Conversion



ROAS OF 4600%
Went viral on Pinterest
in 2024

To the
Bride and Groom



The Future
Mr. and Mrs. Sam
30 DOLPHIN ROAD
NEW CITY, NEW YORK
10956

Details
RECEPTION
The Estate
at Florentine Garden
97 RIVERVALE ROAD
RIVER VALE, NEW JERSEY 07645
COCKTAIL HOUR BEGIN
AT SEVEN-THIRTY IN THE EVENING
Black tie optional

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
 - Reception Menus
 - Place Cards/Name Cards
 - Table Numbers
 - Seating Chart
 - Dinner Thank You's

NOTES

PRETTIEST PIXEL
luxury wedding stationery

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

These two pages are exerts from our mini Invitation Education Planner and our large Design Guide. The client obtains access through their client portal after they sign on with Prettiest Pixel and put a deposit down

IN TIMELINE

ME - A NO-STRESS APPROACH

WEDDING MONTH

JULY
NOVEMBER Define budget + Define quantity
Buy samples + Obtain Quotes
JANUARY Book Designer + Send details to Designer
MARCH Invitations complete
APRIL Mail invitations

AUGUST
DECEMBER Define budget + Define quantity
Buy samples + Obtain Quotes
FEBRUARY Book Designer + Send details to Designer
APRIL Invitations complete
MAY Mail invitations

SEPTEMBER
JANUARY Define budget + Define quantity
Buy samples + Obtain Quotes
MARCH Book Designer + Send details to Designer
MAY Invitations complete
JUNE Mail invitations

OCTOBER
FEBRUARY Define budget + Define quantity
Buy samples + Obtain Quotes
APRIL Book Designer + Send details to Designer
JUNE Invitations complete
JULY Mail invitations

NOVEMBER
MARCH Define budget + Define quantity
Buy samples + Obtain Quotes
MAY Book Designer + Send details to Designer
JULY Invitations complete
AUGUST Mail invitations

DECEMBER
APRIL Define budget + Define quantity
Buy samples + Obtain Quotes
JUNE Book Designer + Send details to Designer
AUGUST Invitations complete
SEPTEMBER Mail invitations

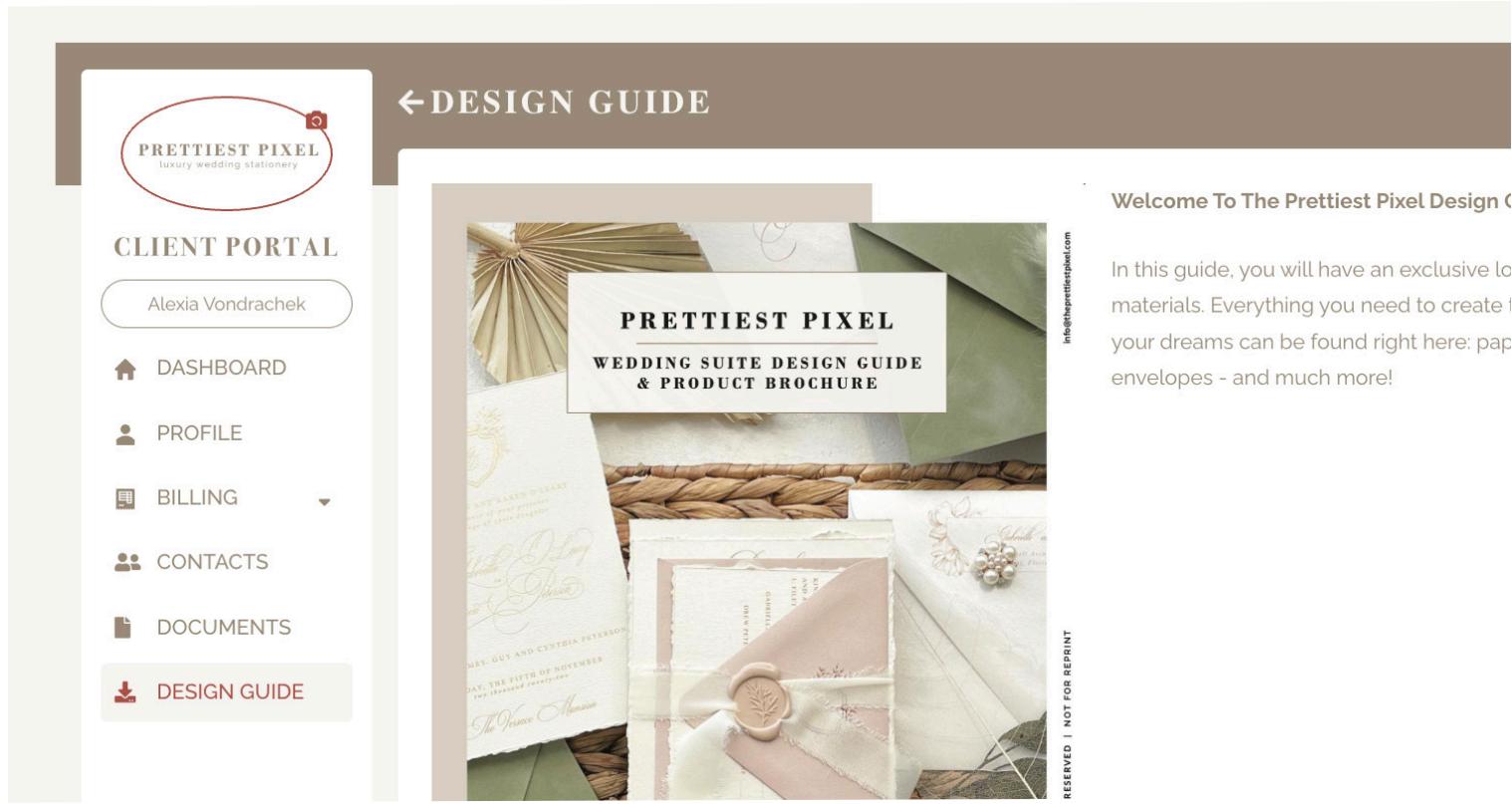
PRETTIEST PIXEL
luxury wedding stationery

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



The Client Portal interface features a sidebar with a logo for 'PRETTIEST PIXEL' and a navigation menu including 'CLIENT PORTAL', 'DASHBOARD', 'PROFILE', 'BILLING', 'CONTACTS', 'DOCUMENTS', and 'DESIGN GUIDE' (which is highlighted in red). The main content area is titled '← DESIGN GUIDE' and displays a photograph of various wedding stationery items like invitations and envelopes. A watermark on the right side of the image reads 'RESERVED • NOT FOR REPRINT' and 'info@prettiestpixel.com'.

← DESIGN GUIDE

PRETTIEST PIXEL
WEDDING SUITE DESIGN GUIDE & PRODUCT BROCHURE

RESERVED • NOT FOR REPRINT
info@prettiestpixel.com

Welcome To The Prettiest Pixel Design C

In this guide, you will have an exclusive lo materials. Everything you need to create t your dreams can be found right here: pac envelopes - and much more!

Brand Culture



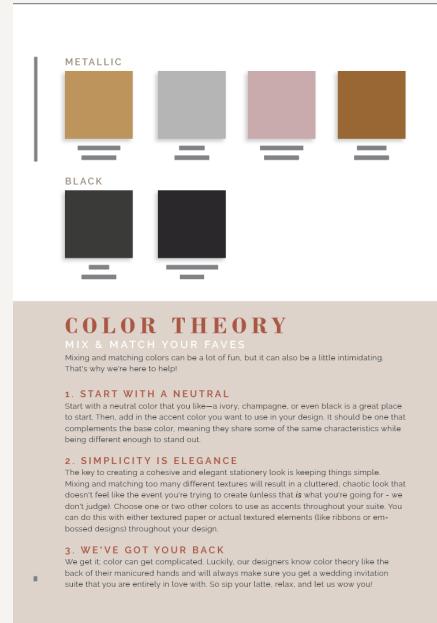
OUR VALUES

TEAM WORK
Our energetic team strives to always handle your stationery with care. We hope you know special your big day is, and are sincerely just as excited for you! We take great pride in having the privilege to bring your vision to life.

INSPIRATION
What inspires us? That's up to you! The crisp seam on satin ribbon, a perfectly placed wax seal... these are a few of our favorite things. Nothing beats the feeling of perfectly assembling a suite of wedding invitations and shipping it off to be delivered right to your hands.

QUALITY FIRST
Prettiest Pixel has done all of the footwork to carefully source the best quality materials for everything we make. Every item is just that: utterly gorgeous, but sturdy and efficient.

Client Education



COLOR THEORY
MIX & MATCH YOUR FAVES
Mixing and matching colors can be a lot of fun, but it can also be a little intimidating. That's why we're here to help!

1. START WITH A NEUTRAL
Start with a neutral color that you like—ivory, champagne, or even black is a great place to start. Then, add in the accent colors you want to use in your design. It should be one that complements the base color, meaning they share some of the same characteristics while being different enough to stand out.

2. SIMPLICITY IS ELEGANCE
The key to creating a cohesive and elegant stationery look is keeping things simple. Mixing and matching too many different textures will result in a cluttered, chaotic look that doesn't feel like the event you're trying to create (unless that is what you're going for - we don't judge!). Choose one or two other colors to use as accents throughout your suite. You can do this with either textured paper or actual textured elements like ribbons or embossed designs throughout your design.

3. WE GOT YOUR BACK
We get it: color can get complicated. Luckily, our designers know color theory like the back of their manicured hands and will always make sure you get a wedding invitation suite that are entirely in love with. So sit your little, relax, and let us wow you!

Guidelines/Etiquette



SIMPLE INVITATION WORDING
CLASSIC AND MODERN

MR. & MRS. ADELMO AND ANA MARIA ORLINO
Together with
MR. & MRS. NICOLÒ AND BELEN VILLALON
HOST(S)

REQUEST THE HONOUR OF YOUR PRESENCE
AT THE MARRIAGE OF THEIR CHILDREN
REQUEST FOR ATTENDANCE

Alban Sharyl
to
Vincent
BRIDE/GROOM

SATURDAY
OCTOBER 15 2022
at eleven-thirty in the morning
St. Augustine Catholic Church
3850 Jasmin Avenue
Culver City, California
90230
LOCATION

RECEPTION TO FOLLOW
Formal attire
RECEPTION INFO

LET US DESIGN YOUR SAVE-THE-DATES
Still need help deciding? Our sample packs come in all colors, textures, and paper weights.
Each pack is compiled with a generic variety of items that go inside of a full suite. Order samples through our website to see them for yourself!





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.



Purchased and learned a 1910 letterpress machine. Return ROI within 4 months, achieving our Green Initiative in 2023.



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



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



Variable data printing on small namecards to elevate and expand on the original Style 106 collection