

ALEXIA VONDRACHEK PORTFOLIO

BIO + BODY OF WORK + HIGHLIGHTS



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ALEXIA VONDRACHEK



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

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 VONDRACHEK

SENIOR ART DIRECTOR

PORTFOLIO: WWW.PRETTIESTPIXEL.COM/ABOUT

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

Prettiest 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

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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
GOOGLE BUSINESS SUITE
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ZOOM
GOOGLE MEET
LOOM

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

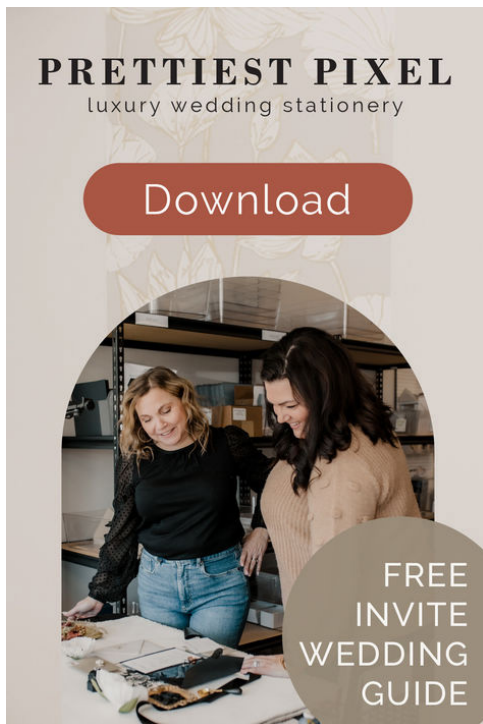


PINTEREST | ETSY
2.3M Views | Excellent ROAS

Awareness

Engagement

Conversion



Our free download
which is an educational
tool and value add

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

ROAS OF 4600%
Went viral on Pinterest
in 2024

To the
Bride and Groom

MR. AND MRS. DOMENICO AGOVINO
together with
MR. AND MRS. MAURIZIO POLICICCHIO
REQUEST THE HONOR OF YOUR PRESENCE
AT THE MARRIAGE OF THEIR CHILDREN

Mariangela
AND
Sam Anthony

SATURDAY
JUNE | 11 | 2022
TWO O'CLOCK IN THE AFTERNOON
ST. THERESA'S CATHOLIC CHURCH
BRONX, NEW YORK

Reception to follow

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 076
COCKTAIL HOUR BEGIN
AT SEVEN-THIRTY IN THE EV
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
 - ☐ Place Cards/Name Cards
 - ☐ Seating Chart
 - ☐ Reception Menus
 - ☐ Table Numbers
 - ☐ 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 excerpts 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

N 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

MAY

- SEPTEMBER Define budget • Define quantity
Buy samples • Obtain Quotes
- NOVEMBER Book Designer • Send details to Designer
- JANUARY Invitations complete
- FEBRUARY Mail invitations

JUNE

- OCTOBER Define budget • Define quantity
Buy samples • Obtain Quotes
- DECEMBER Book Designer • Send details to Designer
- FEBRUARY Invitations complete
- MARCH 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



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.



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