Alexandra Rocha

Washington, DC · 571-244-9171 • alitherocha@gmail.com • alirocha.com

SUMMARY

MFA Experiential Designer with a focus on placemaking through storytelling and operational feasibility. In addition to fabrication and management experience, I am a confident 2D/3D modeler in numerous programs and seek opportunities to use these tools in diverse projects.

PROFESSIONAL EXPERIENCE

The George Washington University Museum and The Textile Museum
(June 2025-Present) Preparator

- Prepared and installed objects for exhibitions including mounts, artworks, textiles, and didactic materials with both object safety and guest accessibility in mind
- Collaborated with the Curation team to develop exhibits, creating 3D models and mockups for future concepts
- Assisted the Education department in producing public and academic programs

Smithsonian Center for Folklife and Cultural Heritage
(June-July 2024) Exhibit Worker/Carpenter

- Constructed large-scale outdoor scenery for cultural festival
- Ensured visitor safety and seamless exhibit installation

VIDA Fitness (September 2021 - August 2023) Asst. General Manager & Membership Advisor

- Managed club operations, including recruitment and facilities maintenance
- Connected with members by producing 6 monthly events and writing a monthly newsletter

CREATIVE EXPERIENCE

Scenic Design & Production Roles (2015-2024)

- Design: Scenic, Evil Dead the Musical (Workhouse), Costumes, Witch (Convergence)
- Scenic Carpenter: Workhouse Arts Center (Urinetown, The Who's Tommy), Catholic University
- Scenic Charge: Ally Theatre Company, We Happy Few Theatre Company, Catholic University

Environmental Graphics & Print Design (2023-2025)

- Developed full design packages for environmental graphics, including signage, wayfinding systems, and large-scale exhibit graphics.

EDUCATION

Savannah College of Art and Design (Expected June 2025)
MFA, Themed Entertainment Design

- Comprehensive curriculum in live events, theme parks, theatre, and design conceptualization
- Advanced training in CAD and design software

The Catholic University of America (May 2018)
BA, Drama | Minor, Music

- Extensive experience in theatre design, directing, and production

SKILLS

- **Design Software:** Adobe Photoshop, Illustrator, SketchUp, Revit, Canva
- **Technical:** Midjourney AI, Microsoft Office, Google Suite
- **Management:** Budget Planning, Business Development, Interpersonal Communication
- **Operating Systems:** Mac OS, Windows OS
- **Languages:** English (Fluent), Spanish (Fluent)

PROFESSIONAL MEMBERSHIPS

- VIDA Fitness Diversity and Inclusion Board Member
- Themed Entertainment Association (TEA), IAAPA
- SCAD: PLAi Club(President), MAPPED Club