

Alicia O'Brien

Graphic & Visual Communication Designer
www.aliciaobrien.com • 413-539-0932

aliciaflynnobrien@gmail.com
www.linkedin.com/in/aliciafobrien/

Software

- Adobe Creative Suite
 - > Illustrator
 - > InDesign
 - > Photoshop
 - > XD
 - > AfterEffects
- Figma/Sketch
- Microsoft Office
- PowerPoint
- Google Drive
- Shopify

Skills

- Brand/Graphic Design
- Campaign Design
- Print Design
- UI/UX Design
- Typography
- Illustrations/Iconography
- Design Research
- Social Media Design
- Digital Marketing Assets
- Basic Animation/GIFs

Professional Experience

Freelance Graphic Design

Various Clients, July 2021 - Present

- Designed Hard Hat stickers for DPR Construction.
- Created a brand identity, logo, and logo kit for two upcoming brands in the food and music industry.
- Collaborated with a small team to design a brand identity, social media and marketing assets, product photography, and a website for an upcoming brand, Vitamins, which is dedicated to advocating for mental health awareness in youth.

Design & Social Media Intern

The Stolen Children Film, January 2021 - May 2021

- Scaled social media platforms (Instagram, Tiktok) to 25,000 followers as well as encouraged fundraising with fun, re-shareable graphics to support the film and team.
- Developed an innovative design approach by creating branded templates and infographics to keep a stylized Instagram page and website with provided fonts.
- Interviewed, wrote, and designed blog posts about interns, team members, and later, adoptees for their series "Adoptees Around The World".

Graphic Design Intern

Very Good Light, June 2020 - December 2020

- Developed 100+ design assets to be used for the website, blog, and social pages, including: cover art, stickers, merchandise, social media assets, social icons, email templates, landing pages, product fact sheets, blog headers, and infographics.
- Collaborated with Social and Editorial Teams to design blog headers, merchandise, stickers, Instagram story posts, and Instagram grid posts.

Graphic Design Intern

A&S Brewing, January 2019 - April 2019

- Developed digital, print, and marketing materials by following brand guidelines for various brewery-sponsored events.
- Rebranded Coney Island Brewing with support from Senior Designer, created new product images, campaign and marketing materials, social media assets, social media banners, and web assets.

Education

Champlain College

Burlington, Vermont. August 2017 - May 2021

Bachelor of Fine Arts in Graphic Design & Digital Media. GPA 3.915/4.

- Member of AIGA VT, In The Arts Club, Hiking Club, and Eco-Reps.
- Researched the users and target audience for my senior capstone project, Viewpoint. Created and designed a brand identity, marketing materials, website, app, and a process book.

Central Saint Martins, UAL

London, United Kingdom. August 2019 - December 2019

Graphic Design Study Abroad Program.

- Studied international art and design through cultural immersion and self-guided project briefs.
- Designed, researched, and hand-bounded "Under Pressure", a short publication about rebellion in modern relationships. The brief questioned if modern-day rebellion was dead.