

Alicia O'Brien

Graphic & Visual Communication Designer specializing
in **digital** and **motion design**

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Software

Adobe Creative Suite	Procreate
Illustrator	Figma/XD
Photoshop	Microsoft Office
AfterEffects	Microsoft Power Point
inDesign	Wix

Skills

Multi-media Design	Motion Graphics
Branding	Digital Marketing Design
UI/UX Design	Wireframes
A/B Testing	Typography
Design Research	Illustration

Professional Experience

First Aid Beauty - Graphic Design Contractor

SEPTEMBER 2023 - DECEMBER 2023, REMOTE

Designed a range of animated social media assets, digital design assets, website banners, emails, and DTC advertisements to foster brand recognition and consumer engagement.

Collaborated effectively with senior designers to seek feedback, refine design concepts, and ensure alignment with brand guidelines, creating high-quality, on-brand assets for digital marketing campaigns.

Utilized photo-editing and typographic techniques to design attractive digital assets, motion graphics, banners, and advertisements that adhered to specific platform guidelines and ad specifications.

Simon Kucher - Graphic Design, Client Creative

MARCH 2022 - JUNE 2023, BOSTON MA

Created visually compelling presentations that transformed complex data and insights into clear and actionable recommendations for clients.

Designed easy-to-use templates, like general layouts, charts, and infographics, to ensure seamless implementation and consistency for the company's rebrand.

Conceptualized and designed visually appealing and engaging posters and print assets to promote internal company events, initiatives, and announcements.

Played a pivotal role in accelerating the onboarding process for new team members, providing them with the knowledge, skills, and guidance they needed to contribute to successful design projects.

Peace Out Skincare - Graphic Design Contractor

MARCH 2022 - MAY 2022, REMOTE

Animated social media marketing assets across multiple platforms like Facebook or Instagram, for product campaigns, special sales, and teasers for new product launches.

Designed emails to inform consumers on ingredient highlights, how to use products, site-wide sales, new product teasers, and other information to attract new and current customers alike.

Created marketing materials, homepages, banners, and other essential DTC assets for campaigns and new product launches to encourage customer purchases.

Education

Champlain College - Bachelor of Fine Arts

Graphic Design & Digital Media