

# alicia rosa.

designer + trend forecaster | LOS ANGELES, CA

## CONTACT

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## EDUCATION

### Ithaca College

ITHACA, NY • CLASS OF 2015

B.S. INTEGRATED MARKETING  
COMMUNICATIONS

## SKILLS

### Proficient

ADOBE PHOTOSHOP

ADOBE INDESIGN

ADOBE ILLUSTRATOR

ADOBE PREMIERE PRO

KEYNOTE

SHOPIFY

FIGMA

### Comfortable

ADOBE AFTER EFFECTS

WORDPRESS

SKETCH

PRODUCT PHOTOGRAPHY

### Extras

DEEP UNDERSTANDING OF  
PRODUCT + RETAIL TRENDS

CONTENT CREATOR  
+ FAMILIAR WITH THE  
INFLUENCER SPACE

## EXPERIENCE

### Freelance Graphic Designer

REMOTE • JANUARY 2015—PRESENT

- Creative services including logos and branding, landing pages, illustrations, social graphics, digital, and more
- Past clients: Heal, Brightline, Disney, EVGo, Little Dots Productions

### Sr. Manager of Trend & Design @ Brand Central LLC

LOS ANGELES, CA • JANUARY 2020—MARCH 2024

- Managed and executed creative services requests including pitch decks, landing pages, product mock-ups, and more
- Designed customized monthly trend reports for retailers and brands
- Translated client research requests into easy-to-read editorial-style reports and visually appealing infographics
- Past clients: Target, Michaels, Crayola, Claire's, Spirit Halloween/Spencer's

### Graphic Designer @ Fullscreen

PLAYA VISTA, CA • OCTOBER 2018—DECEMBER 2019

- Executed a wide variety of graphics, illustrations, and animations for entertainment and brand clients for social platforms
- Collaborated with account management and brand teams to develop eye-catching and unique creative content
- Accounts: Disney's Minnie Mouse, A&E Networks, NBCUniversal, Fox

### Visual Designer @ Maverick

LOS ANGELES, CA • MARCH 2018—SEPTEMBER 2018

- Art directed and designed graphics for Maverick social channels
- Designed social ads and banners for marketing campaigns
- Created templates and style guides to streamline the creative process
- Illustrated in-app patterns, backgrounds, and stickers

### Jr. Graphic Designer @ First Media

LOS ANGELES, CA • SEPTEMBER 2016—SEPTEMBER 2017

- Wrote, designed, and illustrated the So Yummy Cookbook (15K+ sold)
- Designed pitch decks and internal presentations for all brands
- Crafted visual identities for new brands from concept to execution, including logos, brand guidelines, iconography, and collateral
- Drove the brand design strategy of the BabyFirst Shop, creating sales and web graphics, packaging design, and styling product shoots