

ALICIA HART

.....

alicia_hart@mac.com | linkedin.com/in/alicia-hart-creative | 508.523.1083 | Marblehead, MA 01945

.....

SENIOR DESIGNER / BRAND GRAPHIC SPECIALIST

Self-motivated, highly experienced designer committed to visual excellence and conceptual creativity with the ability to successfully manage contractors, agency partners and junior resources. Offering brand design skills that integrate with existing programs or expand new content smoothly across print, digital and social platforms.

AREAS OF VISUAL CONCENTRATION

Advanced illustration, photo editing skills • Strong communication / writing abilities • Accomplished visual strategist
Comprehensive knowledge of typography, color • Adobe Creative Suite / WP design/ basic animation / Figma

PROFESSIONAL EXPERIENCE

NGO's / Art Director

Freelance Consultant 2023-25

Responsible for developing advertising promotions and support graphics (social media/online) to generate public support for historic preservation projects and commemorative public events including art direction, identity development, vendor procurement and production fulfillment.

Clients: Swampscott Historic Commission, Lynn Historic Commission

Bunker Hill Community College / Senior Designer

Brand Contract 2022-23

Responsible for integrating brand creative into campus campaigns for BHCC (print and social media) increasing student enrollment in college culture, events and activities with encouraging and welcoming student graphics. Visual solutions created for student enrollment programs measurably increased participation in recurring and emerging academic and extracurricular activities.

PatientPing Healthcare / Senior Designer

Brand Contract 2018-21

Developed revenue generating advertising graphics from conception to launch for PatientPing marketing department. Created promotional designs and visual support for a broad range of media: print advertising, online newsletters, animated PP slide decks, trade show booths, event collateral, wide-screen media graphics, logos / identity, landing pages and other optimized digital media for a rapidly expanding medical information company.

- Partnered with executive management to design / strategize all graphics, conferences and events
- Advised on selling strategies and techniques to make visual solutions more appealing to consumers

A Hart Designs

Principal 2015-2018

Serving a client base of scientific instrument, banking and insurance companies, provided a range of design deliverables including: annual reports, brochures, newsletters, identity, trade show graphics and online advertising. Partnered with stakeholders to built consensus and ensure projects met projected milestones and budget requirements. Staying alert to emerging styles, learned new graphic skills (animation) to assure on-trend public-facing visuals for clients.

Holcim (LaFargeHolcim) / Senior Designer

Brand Contract 2013-2015

Responsible for creation of brand print design solutions for Holcim Corporation (US) and it's affiliate Aggregate Industries. Created and produced original print graphics: employee communications, incentive programs, marketing brochures, trade show graphics, newsletters, signage, safety manuals and corporate awards collateral. Other responsibilities included presentation meetings, vendor management (printers, photographers, illustrators), scheduling and oversight of project deliverables fulfillment.

PAST EMPLOYERS AND CLIENTS: Thermo Fisher Scientific Instruments, PerkinElmer Scientific Instruments
Eastern Bank