Alicia Pummel

Senior Graphic Designer

Details

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Profile

A Senior Graphic Designer with 5 years of experience in creating visually compelling designs across various industries. Adept at conceptualizing and executing engaging marketing materials, maintaining brand consistency, and managing multiple projects simultaneously. Proficient in the latest design software and well-versed in collaborating with cross-functional teams to deliver high-quality creative solutions that drive business growth.

Employment History

Senior Graphic Designer at Pixel Pro Design Studio, ND

Apr 2023 - Present

- Successfully rebranded Pixel Pro Design Studio, resulting in a 35% increase in client inquiries and a 25% growth in overall revenue within six months of implementation.
- Developed and executed an innovative marketing campaign for a major client, leading to a 50% increase in their social media engagement and a 20% boost in sales within the first quarter of the campaign.
- Streamlined the design process at Pixel Pro Design Studio by implementing a new project management system, reducing project turnaround time by 40% and increasing team productivity by 30%.

Graphic Designer at North Dakota Creative Co, ND

Jul 2018 - Mar 2023

- Designed and executed a comprehensive rebranding campaign for a local business, resulting in a 35% increase in sales and a 50% growth in social media engagement within six months.
- Successfully managed the creative direction for a high-profile marketing campaign for a major North Dakota event, attracting over 10,000 attendees and generating a 25% increase in ticket sales compared to the previous year.
- Developed and implemented a streamlined design process for North Dakota Creative Co, reducing project turnaround times by 20% and increasing overall client satisfaction by 15%.

Education

Bachelor of Fine Arts in Graphic Design at University of North Dakota, Grand Forks, ND

Sep 2014 - May 2018

Relevant Coursework: Typography, Illustration, Web Design, Branding and Identity, Package Design, Digital Photography, Art History, User Experience Design, Motion Graphics, and Print Production.