



## *Alicia Hallett, Graphic Designer*

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### *Education*

**BFA in Graphic Design** / May 2006

Concentration in Art History

The College of Saint Rose, Albany, NY

### *Skills*

Proficiency in Adobe Creative Suite 4: Illustrator, Photoshop, InDesign; QuarkXPress 6.5, Microsoft Office and Keynote.

Familiarity with Adobe Dreamweaver CS4, HTML & CSS.

Experience with logotypes and branding, typography, editorial layouts, posters, packaging, annual reports, promotional pieces, brochures and pre-press production. Working knowledge of Web design, HTML and CSS. As well as the ability to develop strong client relationships.

### *Recognitions*

Art Directors Club Student Portfolio Review, selected as one of the top 100 student designers nationally / 2006

Artwork Selected for a Juried Undergraduate Art Exhibition  
The College of Saint Rose / 2004 and 2005

Judges Award in a Juried Undergraduate Art Exhibition  
The College of Saint Rose / 2004

### *Full-Time Experience*

**Walter Bernard & Milton Glaser (WBMG)** / 2005–Present

207 East 32nd Street, New York, NY

Designer & Art Director / 2006–Present

Studio Manager / 2006–Present

// Hire & manage interns, administrative work

Freelance Designer / 2005–2006

Creative Intern / Summer 2005

### **Collaborative WBMG Projects**

#### Interactive

// *Literary Web site for ESPN's Bill Simmons* / 2010–Present

// *League Education and Treatment Center*, Web site redesign / 2010–Present

// *ESPN.com* and *RISE.com*, consulting redesign / 2008

#### Magazines

// *Scandinavian Review* / 2005–Present

// *Forbes India*, prototype / 2008–2009

// *New York Life Insurance*, newsletter / 2007–2008

// *Plum* / 2006–2007

#### Books

// *Edward Sorel: The Mural at the Waverly Inn* / 2007–2008

// *Certitude* / 2009

#### Branding

// *Artists & Writers Annual Charity Softball Game*, identity, game program, T-shirts and hats / 2005–2011

// *League Education and Treatment Center*, identity and business system / 2010

// *ESPN "30 For 30"*\*, identity and catalog / 2008–2010

// *ESPN Films*\* and *ESPN RISE*\*, identity redesign / 2008–2009

// *Campus Redesign*, Bristol, CT, consulting / 2007–2008

// *Click2Care*™, identity and business system / 2007

// *rCircle*™, identity and business system / 2007

\*Worked with *Mirko Ilić Corp.*

#### Films

// A Neil Leifer Film: *Dark Light: The Art of Blind Photographers*, end credits and identity / 2009

// A Neil Leifer Film: *What About Sal?*, end credits, identity and DVD label / 2008

// An HBO Documentary Film: *Portraits of a Lady*, end credits, identity and promotional material / 2007–2008

### *Freelance Design*

// *Wedding Packages*, invitation, program and save the date / 2010–Present

// *Peace of Jewelry Inc.*, brochure and postcard / 2010

// *Annie Dressner*, musician, CD packaging / 2009

// *Paradoxy Products*, posters and T-shirts / 2009

// *The Women Advocates for Youth (The WAY)*, identity / 2008–2009

// *Justin Hadley*, consultant, business system / 2007

// *The College of Saint Rose Identity Club*, identity / 2006

### *Freelance Production*

// *National Parks of New York Harbor Conservancy*, signage / 2009