



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 & 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

Website Design

// *The League Treatment Center* / 2010

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, T-shirts, hats & Website concepts / 2005–2010

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

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

ESPN Consulting

// *ESPN “30 For 30”**, identity & catalog / 2008–2010

// *ESPN Films** & *ESPN RISE**, identity redesign / 2008–2009

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

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

*Worked with *Mirko Ilic Corp.*

Films

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

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

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

Freelance Design

// *Wedding Packages*, invitation, program & save the date / 2010

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

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

// *Paradoxy Products*, posters & 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