



ALICIA HART

e: alicia_hart@mac.com

p: 508.523.1083

www.ahartdesigns.com

SOFTWARE

InDesign

Photoshop

Illustrator

Dreamweaver

Flash

PowerPoint

Microsoft Office Suite

Wordpress

Mac/PC capability

SUPPORT SKILLS

Creative ideation

Brand integration

Digital asset management

Project management

Budget oversight

Quality control

Editing + proofing

Holcim Corporation

Freelance Brand Designer 2013 - 2016

Responsible for the creation of brand-based print and electronic design solutions for Holcim Corporation (US) and its US affiliate, Aggregate Industries. On-going responsibilities included development of external print and online advertising, marketing collateral, trade show support, newsletters, logos, signage and brand standards implementation. Other responsibilities included concept presentation meetings, vendor management, scheduling and project fulfillment.

Kaminsky Strategic Designs

Freelance Senior Designer 2010 - 2013

Concept and design development for a client base of real estate and educational institutions with emphasis on achieving quantifiable marketing goals. Responsible for the design development of websites, identity programs, marketing brochures, print and digital advertising and direct mail promotions. Other responsibilities included client presentations and the development of multiple design strategies and solutions for all creative projects.

Creative Consultant

Design Principal 2005 - 2009

Serving a client base of medical device, banking and insurance industries provided a range of project deliverables including; annual reports, brochures, newsletters, identity, trade show support and online advertising. Responsible for concept creation, client presentations, project execution, vendor selection, budget management and scheduling. Clients included: OneBeacon Insurance, Eastern Bank, PerkinElmer Scientific Instruments, Thermo Fisher Scientific Instruments.

Thermo Fisher Scientific Instruments

Senior Designer / Art Director 1996 - 2005

Serving medical device and technology based industries, responsible for the creation of annual reports, corporate identity and marketing collateral to generate investment interest in emerging or established subsidiary companies. Job required the ability to strategically interface and brainstorm with senior management regarding the visual display of information; ability to grasp the substance of business issues being communicated and re-articulate into visual options to enhance/clarify audience understanding. Additional responsibilities included selection and management of external vendors (photographers, illustrators, stylists, printers), art direction, budget and schedule management and the ability to manage multiple complex projects.

Software

Adobe Creative Suite: InDesign, Photoshop, Illustrator, Flash, Acrobat, (PC/Mac)
PowerPoint, HTML, CSS, Dreamweaver, Microsoft Office Suite

References upon request