






ALICIA HART
SENIOR GRAPHIC DESIGNER

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 508.523.1083

SUMMARY

Senior Creative with high-focus design proficiency from vision and strategy development to fulfillment with expertise in brand ideation, campaign execution and identity development for cross-channel campaigns (print + digital) as well as buildout and art direction for support marketing materials: landing pages, display ads, direct mail, styled photos, infographics, interpretative illustration and motion assets. Able to manage brand guidelines and expand visual systems to support consistency across the entire brand customer experience.

EXPERIENCE

PATIENTPING

Boston, MA
2018 – 2020
Senior Brand Designer

Developed revenue-generating design and advertising from conception to launch for PatientPing marketing department. Created promotional graphics and campaigns across a broad range of media: print advertising, online newsletters, animated slide decks, trade show exhibit booths, wide-screen media graphics, logos / identity, infographics, landing pages and other design collateral to assist marketing sales goals and promote growth in a rapidly expanding medical information environment.

A HART DESIGNS

Marblehead, MA
2015 – 2018
Principal / Freelance

Serving a client base of medical device, scientific instrument, banking and insurance companies, provided a range of project deliverables including: annual reports, brochures, newsletters, identity, trade show graphics and online advertising. Partnered cross-functionally to build consensus and ensure all projects met milestones, deadlines, and budget requirements. Adopted new technology and innovative processes to guarantee compliance with corporate standards, staying alert to design trends in the respective industry.

HOLCIM CORP

Bedford, MA
2013 – 2015
Senior Brand Designer

Responsible for the creation of brand print and electronic design solutions for Holcim Corporation (US) and its affiliate, Aggregate Industries. Developed and managed external print and online advertising including: employee communications, incentive programs, marketing brochures, trade show graphics, newsletters, signage, safety manuals and corporate awards collateral. Other responsibilities included presentation meetings, external vendor management (printers, photographers, illustrators), scheduling and oversight of project fulfillment.

**PAST EMPLOYERS
& CLIENTS:**

Thermo Fisher
PerkinElmer
OneBeacon Insurance
Eastern Bank

EXPERTISE

- SOFTWARE:** Adobe Creative Suite: InDesign, Photoshop, Illustrator
- WEB:** WordPress, Squarespace, HubSpot, Basic HTML
- CREATIVE:** Campaign Ideation, Brand Strategy, Identity / Logo Development
Illustration / Infographics, Art Direction: Photo Shoots
- SUPPORT:** Digital Asset Management, Vendor Management
Editing / Proofing, Wireframes, Mockups / Prototypes

EDUCATION:

Massachusetts College of Art, BFA
California College of Art and Design, Graphic Design Certificate
London College of Communications, Animation Certificate
NSCC (North Shore Community College) Social Media Planning (2020)