A. Alice Underwood

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SUMMARY

- 6+ years of experience across brand and design at companies large and small.
- Led multiple concept-driven visual projects for a wide range of global clients including Fortune 500s.
- *What's unique about me:* I think far beyond the point of sale and use creative strategies and business acumen to deliver one-of-a-kind engaging experiences across all marketing touchpoints.

CERTIFICATIONS

Google UX Design Professional Certification – Obtained June 14, 2024

SKILLS

Adobe creative suite	Communications design	AI
Art direction	Figma + Sketch	Branding
Web + UI/UX design	Advertising campaigns	Print production
Marketing campaigns	Visual identity	Conceptual design development
Digital design + marketing	Creative problem-solving	Social media content creation

PROFESSIONAL EXPERIENCE

Shaker Recruitment Marketing
Senior Designer   **Nov 2022 – Present**

- Piloted multiple employer branding campaigns that improved brand visibility by 40%, directly contributing to a 25% increase in hiring output over a six-month period.
- Spearheaded various career websites using Figma and WordPress, addressing user pain points and reducing drop-off rates. This resulted in a 30% increase in traffic and a 35% boost in conversion rates, translating to an additional 1,000 qualified applicants.

Illumio
Senior Graphic Designer (Contract)   **Nov 2021 - Oct 2022**

- Crafted visual assets and on-brand templates for internal and external marketing assets collaborating with key stakeholders to align designs with overall corporate identity.
- Synthesized complex data and production information into high-quality, impactful design in the form of infographics, brochures, newsletters, email, OOH, presentations, and events and tradeshow assets.

Insquare
Brand Designer   **July 2018 – Sep 2021**

- Led all aspects of multi-channel branding and oversaw the successful completion of over 20 complex branding projects annually, consistently delivering on time and within budget.
- Implemented process improvements in the internal design workflow ensuring ethical standards, reducing production time by 20% and saving the team approximately $15,000 in labor costs annually while maintaining high-quality deliverables.

EDUCATION

Bachelor of Architecture & Design | Eastern Mediterranean University, Cyprus

Design Portfolio: **aliceunderwood.net**