

# A. Alice Underwood

## Senior Designer

Kansas, KS | a.a.underwood@outlook.com | +1 (620) 518-2737 | [linkedin.com/in/a-a-underwood/](https://www.linkedin.com/in/a-a-underwood/) | Languages: EN, AR

### SUMMARY

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- 5+ years of experience in brand and design across the UAE, U.S., and Middle East markets.
- 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

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Google UX Design Professional Certification – Obtained June 14, 2024

### SKILLS

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Adobe creative suite	Branding	Digital and print media
Art direction	Events + experiential design	Product launches
Web + UI/UX design	Advertising campaigns	Social media content creation
360 marketing campaigns	Visual identity	Activations

### PROFESSIONAL EXPERIENCE

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#### Senior Designer

Shaker Recruitment Marketing | Chicago, IL

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 Sketch, 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.

#### Senior Designer (Contract)

Illumio | Sunnyvale, CA

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.

#### Brand Designer

Insquare | Dubai, UAE

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

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Bachelor of Architecture & Design | Eastern Mediterranean University, Cyprus

Design Portfolio: [aliceunderwood.net](https://aliceunderwood.net)