



Alicia Schrader

SEE WHAT I CAN DO AT
ALICIASCHRADER.COM

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Be in /aliciaschrader

EDUCATION

2016-2018

SOUTHERN NEW HAMPSHIRE UNIVERSITY

Bachelor of Arts in Graphic Design & Media Arts with a Concentration in Web Design - *Graduated Summa Cum Laude with a 3.98 GPA*

2012-2015

ST. PETERSBURG COLLEGE

Associate of Arts - *Graduated Magna Cum Laude*

SKILLS

SOFTWARE

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, XD, Dreamweaver, Lightroom, Premier Pro, & Acrobat DC

WEB

HTML, CSS, Media Queries for Responsive Design, User Interface & Experience Design, & CMS platforms, like Wordpress, Webflow & Hubspot

PRINT

Small pieces (business cards) to large scale projects (tradeshow booths) with experience communicating with printers

DESIGN

Brand identity, typography, colors, & iconography

MY EXPERIENCE

MAR 2018 – PRESENT

ASSISTANT ART DIRECTOR | P3 Agency

- + Lead the development of the creative vision & design to translate client goals into effective, results-driven creative strategies, concepts, & designs
- + Lead web development from concept to completion through the development of wireframes & mockups to the creation of websites utilizing User Interface (UI) & User Experience (UX) design, HTML, CSS, CMS Platforms, & Media Queries to ensure responsiveness
- + Meet with clients to capture their goals, deliver client presentations, & capture & integrate feedback elements
- + Promote continual creative improvement by staying current in design & technology trends to ensure our work is cutting-edge for our clients & our company

MAR 2018 – OCT 2018

GRAPHIC WEB DESIGNER | P3 Agency

- + **Digital:** created websites, conversion-driven landing pages, email marketing designs, optimized graphics, & user-friendly, responsive digital experiences by using HTML, CSS, Media Queries, & CMS platforms, like WordPress, HubSpot, & Dreamweaver
- + **Print:** designed brochures, business cards, restaurant menus, flyers, billboards, tradeshow booths, magazine ads, direct mailers & more
- + **Brand Identity:** logos, colors, typography, & other visual elements

AUGUST 2016 – PRESENT

FREELANCE DESIGNER | Alicia Schrader

- + Deliver freelance print & web design services to clients & also complete overflow work for agencies when needed