



Hey, I'm Alicia! As a graphic designer with over 9 years professional experience, I become an integral asset to every company I am a part of. As a right-brained Gemini I find solace in various creative outlets. In having 5 years of customer service & hospitality experience I am fully equipped to interact with clients to ensure their needs are met with the utmost respect and professionalism.

Education

Monmouth University

Bachelor of Fine Arts
West Long Branch, NJ

Skills

InDesign • Illustrator • Photoshop • Acrobat
Logo Design • Brand Identity • Digital Design
Print Design & Layout • Mac OS
Microsoft Applications
Google Docs • Quickbooks • Outlook
Canva • Instagram • Facebook
Pinterest • TikTok
Font Pairing • Layout Design



Contact

Alicia Tanenbaum, *Graphic Designer*



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Employment Experience

WHITE STREET MEDIA • Senior Graphic Designer • Dec. 2022 - Present

- Mentors associate designers to help them reach their full potential
- Effectively manages high-volumes of projects simultaneously, ensuring clear and consistent communication with clients regarding project progress and timelines
- Creates various sales tools for print and digital platforms, such as flyers, mailers, banners, billboards, social media campaigns, and email blasts, to reach diverse consumers
- Works strategically with creative director, marketing partners, and content creators to ensure copy and design work in tandem to achieve desired outcome
- Provides direct support to creative director in areas including, but not limited to, staffing, workload management, invoicing/expensing, quality control and upper management communication
- Conducts quality control checks on all design work to ensure accuracy and adherence to project requirements
- Participates in brainstorming and problem solving sessions with creative director
- Maintains organized file libraries with various assets used for client branding throughout the company
- Creates and implements design standards and guidelines to maintain consistency across all company materials

WHITE STREET MEDIA • Graphic Designer • July 2017 - Present

- Communicated closely with clients to create various types of marketing collateral and branding content for real estate and financial companies, both local as well as commercial, that meet consumers marketing needs while adhering to corporate brand identities as well as deadlines
- Assisted in updating brand identities of clients in, but not limited to, the Real Estate and financial banking industries, to stay current and on trend while working within branding guidelines
- Designed promotional logos as well as newly established company brand identities
- Produced from start to finish 15-20 projects a week varying in content size in a timely manner well before due dates
- Promptly pivoted projects in the direction required for consumer satisfaction
- Assisted other co-workers willingly with design suggestions, tech support, project offloading and rush requests to maintain client deadlines
- Directed and oversaw the complete production process of off-site print materials with varying sizes and formats, ensuring the timely delivery of high-quality finished products

VANTAGE APPAREL • Graphic Designer • September 2013 - July 2017

- Designed print and digital initiatives, including marketing flyers, brochures, catalogs, social media posts, and sales presentations for sales team to use in external client meetings
- Composed engaging marketing collateral for external vendors including but not limited to, flyers, brochures, social media blasts and custom graphics
- Worked one-on-one with sourcing and merchandising to construct line art templates for new apparel product prototypes
- Generated custom logos as well as apparel designs for small companies, corporations and universities
- Worked hand in hand with sales representatives to provide garment & decoration presentations in a timely fashion to meet the consumers wants & needs
- Designed creative customizable graphics and logos to be used in various markets and industries
- Photo retouching, editing, color correcting
- Organized files and folders for all to easily access from composition to print

Freelance

Doodles Designs • Owner & Designer • September 2018 - Present

- Creates brand identities, logos and marketing assets for clientele in various industries
- Designs graphics for social media platforms to meet consumer needs
- Works one on one with customer to design custom invitation suites for various event types
- Corresponds with consumer to generate event collateral including, but not limited to, stickers, signage, itineraries and seating charts
- Prepares art files for various print vendors to ensure top quality production
- Assembles materials and personally delivers finished tangible products to clients