

Alex Morgan

BRAND DESIGNER



 alexmorgan.com

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Brand designer with 6+ years building visual identity systems for consumer, hospitality, and retail brands — from strategy and typography through packaging and rollout.



WORK EXPERIENCE

Senior Brand Designer

Freeform Studio | New York, NY May 20XX – Present

- Develop identity systems for 12+ clients across food, hospitality, & retail brands
- Directed a café rebrand that increased store visits 22% within 6 months of rollout
- Built a shared component library that cut design production time by 30%

Brand Designer

Halo Creative Co. | New York, NY Aug 20XX – Apr 20XX

- Designed packaging for 8 product launches, of which 3 won regional awards
- Developed campaign systems spanning social, print, & out-of-home for 5 clients

Junior Designer

Studio Nine | New Rochelle, NY Jun 20XX – May 20XX

- Delivered identity & collateral design for 15+ small business & nonprofit clients
- Produced style guides & pitch decks supporting new-business wins



EDUCATION

MFA, Graphic Design

Rhode Island School of Design | New York, NY May 20XX

BFA, Graphic Design

Rhode Island School of Design | New York, NY May 20XX



HARD SKILLS

	Illustrator	98%
	Photoshop	90%
	Lightroom	90%
	After Effects	85%
	Premiere	80%
	Acrobat Reader	90%



SELECTED PROJECTS

Meridian Coffee Rebrand

Full identity & packaging; +22% store visits

Halo Home Launch

Regional ADDY Award, 20XX

Studio Nine Nonprofit Series

Full Identity for 5 nonprofit clients