

Alex Morgan

BRAND DESIGNER

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 New York, NY

 alex.morgan@email.com

6+

Years of Experience

12+

Brands Worked With

3

Design Awards

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

CLIENT RESULTS

25%



Increase in Store Visits

30%



Faster Design Production

40%



Higher Brand Engagement



WORK EXPERIENCE

MAR 20XX PRESENT	Senior Brand Designer Freeform Studio	- Develop identity systems for 12+ clients across food, hospitality, & retail brands - Directed a café rebrand that grew store visits 22% within 6 months of rollout - Built a shared component library that cut design production time by 30%
JUN 20XX FEB 20XX	Brand Designer Halo Creative Co.	- Designed packaging for 8 product launches, of which 3 won regional awards - Developed campaign systems spanning social, print, & out-of-home for 5 clients
JUN 20XX FEB 20XX	Junior Designer Studio Nine	- Delivered identity & collateral design for 15+ small business & nonprofit clients - Produced style guides & pitch decks supporting new-business wins

EDUCATION

20XX	MFA, Graphic Design Rhode Island School of Design
20XX	BFA, Graphic Design Rhode Island School of Design

SELECTED PROJECTS

Meridian Coffee Rebrand Full identity, packaging & signage	+22% Store visits	
Halo Home Launch Packaging system	6-SKU Product range	