

Alex Morgan

BRAND DESIGNER

 (555) 123-4567
 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

90% Brand Strategy

90% Figma

80% Packaging

80% Photoshop

80% Illustrator

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

