



Alex Morgan

BRAND DESIGNER

New York, NY
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PROFILE

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

SKILLS

Figma
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Typography
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Brand Strategy
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Illustrator
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Photoshop
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Packaging
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Art Direction
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After Effects
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WORK EXPERIENCE

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%

Mar 20XX – Present

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

EDUCATION

BFA, Graphic Design
Rhode Island School of Design · 20XX – 20XX

SELECTED PROJECTS

Meridian Coffee Rebrand — Full identity, packaging & signage; +22% store visits
Halo Home Launch — 6-SKU packaging system; Regional ADDY Award, 20XX

ACHIEVEMENTS

12+

BRAND SYSTEMS LED

3

DESIGN AWARDS

40+

RETAIL LOCATIONS

30%

FASTER PRODUCTION