



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



Typography



Brand Strategy



Illustrator



Photoshop



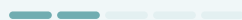
Packaging



Art Direction



After Effects



WORK EXPERIENCE

Senior Brand Designer

Freeform Studio

Mar 20XX – Present

- 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%

Brand Designer

Halo Creative Co.

Jun 20XX – Feb 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

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