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Scan for portfolio
alexmorgan.com

SKILLS

Figma EXPERT

Typography EXPERT

Illustrator ADVANCED

Photoshop ADVANCED

EDUCATION

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

RECOGNITION

Employee of the Quarter,
Freeform Studio
Regional ADDY Award
20XX

Alex Morgan

BRAND DESIGNER

ACHIEVEMENTS

12+

Brand systems led

3

Design awards won

30%

Faster production

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 | 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

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

SELECTED PROJECTS



Meridian Coffee Rebrand

Brand Identity Development

- Created full identity system
- Launched across 3 locations
- +22% store visits in 6 months



Halo Home Launch

Packaging Design

- Developed 6-SKU packaging system
- Regional ADDY Award, 20XX
- Rolled out across retail & e-commerce



Studio Nine Nonprofit Series

Brand Identity Development

- Identity & campaign collateral
- Assets for 5 nonprofit clients
- Used across print, digital, & events