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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