

Brand strategy

Graphic design

Videography

Animation

Social creative

UX/UI design

Alex Morgan

Brand Designer

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“ 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

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

AUG 20XX – MAY 20XX

Junior Designer

Studio Nine

- Delivered identity & collateral design for 15+ small business & nonprofit clients
- Produced style guides & pitch decks supporting new-business wins

Selected Projects

Meridian Coffee Rebrand — Full identity, packaging & signage; +22% store visits

Halo Home Launch — 6-SKU packaging system; Regional ADDY Award, 2021

Studio Nine Nonprofit Series — Identity & collateral for 5 nonprofit clients

Skills

Figma EXPERT



Illustrator EXPERT



Photoshop ADVANCED



After Effects ADVANCED



Adobe XD ADVANCED



Recognition

20XX

Employee of the Quarter, Freeform Studio

Regional ADDY Award

Education

20XX – 20XX

BFA, Graphic Design

Rhode Island School of Design

Achievements

Brand systems led 12+

Design awards won 3

Increased production by 30%