

ALYCIA JONES

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Sacramento, CA 📍

HARD SKILLS

User Interface Design

User Experience Design

Logo Design

Brand Identity Design

Illustration

Sketching

Typography

Color Theory

Sitemaps

Wireframes

Email Marketing Design

Print Design & Production

Mood boards

Photo Editing

Project Management

HTML/CSS

ADA Accessibility

Bootstrap

SOFT SKILLS

Creativity

Work Ethic

Communication

Empathy

Time Management

Attention to Detail

Presentations

Teamwork

Willingness to Learn

SOFTWARE KNOWLEDGE

Figma

Sketch

InVision

Photoshop

Illustrator

InDesign

After Effects

Adobe XD

Procreate

Google Suite

Mailchimp

Octopus.do

HubSpot

Asana

ClickUp

WORK EXPERIENCE

LONE FIR CREATIVE

Senior Designer | January 2022–October 2022 | Remote | [lonefircreative.com](#)

- ▶ Created website blueprints by performing research, assessing competitors, developing mood boards, organizing sitemaps, and producing multiple visual directions.
- ▶ Developed user flows, wireframes, and high fidelity website prototypes using Octopus.do and Figma.
- ▶ Prepared design files for development handoff by creating style sheets, component libraries, and functionality notes.
- ▶ Collaborated with front-end developers to perform web design quality assurance testing, auditing, and feedback.
- ▶ Designed logos and brand identities incorporating market research, sketching, moodboard development, vectorization, color application and brand guide creation.
- ▶ Facilitated virtual design presentations to clients.

MC2 DESIGN GROUP

Senior Designer | May 2016–December 2021 | Chico CA & Remote | [mc2design.com](#)

- ▶ Worked on multiple projects at once for a wide array of clients in a fast-paced, team-oriented environment.
- ▶ Designed custom websites using Sketch and InVision.
- ▶ Created professional logos, identities and brand guidelines.
- ▶ Managed, designed and produced print collateral such as annual reports, brochures, mailers, and trade show materials.
- ▶ Built design project quotes, scopes, and briefs.
- ▶ Collaborated with clients and vendors to deliver successful design projects.
- ▶ Designed and constructed email campaigns in Mailchimp, Hubspot and Track HR.
- ▶ Presented designs to clients both in-person and virtually.

CREATIVE MEDIA AND TECHNOLOGY

Graphic Design Intern | January 2015–May 2016 | California State University, Chico | [csuchico.edu/cmt](#)

- ▶ Worked under creative director to provide design services for the Chico State campus.
- ▶ Incorporated a thorough design process including research, mood boards, and designing multiple concepts.
- ▶ Gained technical prepress knowledge to professionally produce brochures, magazines, posters, and flyers.

EDUCATION

CALIFORNIA STATE UNIVERSITY, CHICO

Chico, CA | January 2014–May 2016 | **3.8 GPA**

- ▶ Bachelor of Arts in Communication Design: Option in Graphic Design

BUTTE COLLEGE

Oroville, CA | August 2008–December 2012 | **3.6 GPA**

- ▶ Associates of Arts in Graphic Design and Social Science

AWARDS/CERTIFICATIONS

STORYBRAND CERTIFIED

March 2019 | [Storybrand.com](#)

- ▶ Certified by StoryBrand, a popular messaging tool that helps brands clarify their message and increase leads, to create marketing collateral for customers using StoryBrand messaging and marketing frameworks.

GOOGLE UX CERTIFIED

Current | [grow.google/certificates/ux-design](#)

- ▶ Currently completing Google's UX Design Certificate course to gain foundational knowledge in user experience.

MOST OUTSTANDING GRAPHIC DESIGN STUDENT

Department of Communication Design | California State University, Chico | **Spring 2016**

- ▶ Sole award recipient in graduating class of 25 students.

EXCELLENCE IN COMPUTER GRAPHICS AWARDS

College of Computer Science | California State University, Chico | **Spring 2013**

- ▶ First Place in Digital Art and Third Place in Concept Art.