

Alysia Dailey

GRAPHIC DESIGNER

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EDUCATION

University of North Florida
BB, Marketing

Minor, Graphic Design
Honors: Cum Laude

SKILLS

Design

Logo and brand identity
Style guides
Editorial design
Illustration
Social media
HTML5 Ad Design
Print and digital advertising
Presentation decks
Infographics
Motion and storyboarding
Visual communication
Research Design Strategy
Data visualization
Web Design
Web development

Tools

Illustrator
InDesign
Photoshop
Lightroom
After Effects
Procreate
PowerPoint
Keynote
HTML/CSS
Figma
Wordpress

EXPERIENCE

Freelance Designer

Remote - 2018 - Present

- Developed brand guidelines for consistent visuals across platforms, covering logos, colors, typography, and imagery.
- Designed user-centric websites communicating clients' brand messages and engaging their target audience effectively.
- Fostered strong client relationships through effective communication, responsiveness, and delivering outstanding design solutions.
- Managed multiple projects simultaneously, meeting deadlines, and provided ongoing support for brands/websites.

Designer | RE/MAX

Remote - 2015 - 2018

- Drove RE/MAX brand growth through designing internal initiatives and custom work tailored to client needs.
- Teamed up with the marketing department to create personalized design work for RE/MAX agents, encompassing logos, social media, and print/digital advertising.
- Developed brands and monograms for 50+ real estate agents, engaging in discovery meetings, creating concepts, presenting designs, and overseeing execution.
- Collaborated with the marketing team to launch the brand identity for Motto Mortgage under the RE/MAX Holding.

Associate Designer | ITG Technologies

Jacksonville, FL - 2013 - 2015

- Collaborated on social media and e-mail campaigns, highlighting proficiency in HTML and CRM techniques.
- Contributed to the creation of print media for brochures and pamphlets, ensuring a cohesive brand representation.
- Applied expertise in HTML, CSS, and WordPress to design interactive web layouts, enhancing user engagement and digital presence.
- Developed internal email and presentation templates for the marketing team's use, as well as designing brochures, client/vendor case studies, and print projects.

References available upon request