

ROBERT ALONSO

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www.robertalonsodesign.com

Montebello, CA

Profile

Creative graphic designer that specializes in branding and identity design. Adept at conducting market research and producing design assets that maintain brand consistency. Able to work in a collaborative, team-oriented environment

Education

B.A. in Graphic Design

California State University,
Los Angeles

2020 - 2024

Technical Skills

Illustrator

InDesign

XD

Photoshop

Strengths

Organization

Flexibility

Vector Illustration

Market Research

Project Management

Experience

Graphic Designer

November - December 2024

Logo and Signage for Shop (Personal Project)

Conducted research on demographics and competitors to discover insights that can be used in the design approach

Created a visual identity for the shop, including a logo, window stickers, and an A-frame sign

Graphic Designer

February - April 2023

Day of the Dead Event Branding (Personal Project)

Used Adobe Creative Suite to create a custom logo and develop brand collateral, including stationery, posters, banners, tickets, and the event website's front page

Streamlined the design process through effective file management and by building a library of creative assets throughout the project's lifespan

Provided mockups for all the designs created for the event