

# ROBERT ALONSO

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Montebello, CA

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## 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.

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## Education

### B.A. in Graphic Design

California State University,  
Los Angeles

2020 - 2024

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## Technical Skills

Illustrator

InDesign

XD

Photoshop

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## Strengths

Organization

Flexibility

Vector Illustration

Market Research

Project Management

## Experience

### Graphic Designer

September - October 2025

Print Collateral for Ancient Art Museum (Personal Project)

Designed print materials — including a brochure, flyers, newspaper advert, invitation card, and tickets — using Adobe Creative Suite

Conducted research on demographics to inform design approach, enhancing the relevance and effectiveness of print materials

Adhered to branding and style standards on fonts, colors, images, tone of voice, and logo

### Graphic Designer

November - December 2024

Logo and Signage for Shop (Personal Project)

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

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