

# alicia morley

## DIGITAL DESIGNER/DEVELOPER

### EXPERIENCE

#### DIGITAL PRODUCTION DESIGNER

Kate Spade, NYC, March 2022 - Present

##### ROLES AND RESPONSIBILITIES:

- Creating site homepages, banners, MP4 animations and relevant site assets for Kate Spade New York and Kate Spade Surprise using Figma and the Figma Kate Spade component library and design system.
- Creating paid social media animations and static assets for Instagram, TikTok, Facebook, Affiliate, Logozone & Google Performance graphics and animations using Figma and Adobe Creative Suite.
- Excellent attention to detail and meticulous creation of multiple assets insuring a high standard in keeping with the brand creative and identity.
- Consistant file management and documentation of assets for reference and usage for wider team and org.

#### DIGITAL DESIGNER

90 Degree by Reflex, NYC, Oct 2021- March 2022

##### ROLES AND RESPONSIBILITIES:

- Creating Digital Marketing graphics and assets using Adobe Creative Suite across four online platforms - 90 Degree by Reflex, Yogalicious (using Shopify CMS) & Amazon storefronts for both brands.
- Creating digital assets and email layouts for Mailchimp email campaigns and promotions.
- Assisting the Creative Director during Photoshoots for product and lifestyle imagery.
- Maintaining and updating swatch palette library for new products and photo editing lifestyle and product imagery.

#### FOUNDER & DESIGNER - 2015-2020

Alicia Seal LLC California, USA

#### SENIOR PRINT DESIGNER - 2019-2020

Fam Brands, California, USA

#### PRINT DESIGNER - 2018-2019

Hoffman Fabrics, California, USA

#### GRAPHIC DESIGNER - 2013-2015

Elegant Clutter, Warwick, UK

#### GRAPHIC DESIGNER - 2011-2013

Horizon RMS, Ely, UK

#### TEXTILE DESIGNER - 2006-2008

LI & FUNG, Hong Kong

#### TEXTILE DESIGNER - 2004-2006

Circle Line Design, London, UK

### ABOUT ME

I am a digital designer/developer with over 15 years experience working within the creative design industries. I am proficient with Photoshop, Illustrator, Figma, Sketch and After Effects. I have also have a experience with HTML, CSS, SASS, JS, React, Redux, Reactstrap and Bootstrap for web development. I have extensive experience using e-commerce platforms Mailchimp, Shopify and Amazon Storefronts. When working on a project I am completely dedicated and enthusiastic! I'm a great communicator and I enjoy working in a team environment.

### EDUCATION

#### WEB & MOBILE DEVELOPMENT BOOTCAMP 2020

Nucamp Bootcamp California, USA

#### BA HONS TEXTILE DESIGN 2000-2004

Chelsea College of Art and Design, University of the Arts, London, UK

### DESIGN & DEVELOPMENT

Adobe Photoshop, Adobe Illustrator, Figma, After Effects, Sketch, Mailchimp, Shopify, Amazon Store Fronts, HTML, CSS SASS, JS, React, Bootstrap, Reactstrap, Github, Mongo DB Atlas.

### INTERESTS

I am passionate about art, design and development.I enjoy creating self motivated web design & development projects and graphics in my spare time. I also love going to galleries, museums and instillation to keep up to date and inspired by the latest art and culture. I enjoy walking my dog, cycling and learning and speaking other languages such as French.

### CONTACT ME

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Thanks!