

Hello, I am Alicia Villa.

She/Her

I'm a multi-disciplinary Designer with a passion for making design impactful and exciting. When I'm not creating, I'm out capturing mountain views, cuddling with dogs, making salsa, and splurging on plants.

www.guera.work ↗

alicia@guera.work

Current Roles

2022	Graphic Designer (Remote) <i>KUOW Public Radio</i>	Supports KUOW's mission and with the creation of compelling visuals across various mediums, from organic/paid social media content to live event presentations.
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Past Experiences

2021	Designer & Producer <i>Rogue Heart Media SPC</i>	Impact-focused design, development and strategy for a small video and photo agency ranging from branding to motion graphics for social media, short documentaries.
2021	Associate Graphic Designer <i>Cheeky Scientist</i>	Designed everything from digital ads to ebooks, webpages and presentations on an international, remote team that helps PhDs seeking professional development.
2020	Brand Designer <i>Speak Studios</i>	Elevated and refined company Brand & Identity while designing Creator Artwork design requests from scratch.
2019	Email Marketing Specialist <i>The Coeur d'Alene Resort</i>	Wrote, designed and executed email marketing campaigns for a luxury hospitality brand set in the all-natural, all-beautiful PNW.
2019	Freelance Creative <i>Guera Work</i>	Side hustle and opportunity to explore short-term projects often involving brand identity and voice establishment.

Education

Bachelors in Graphic Design
User Experience Design Certificate
Minor in Journalism
Eastern Washington University
Class of 2019

Skills

Branding & Identity
Production Design
Motion Design
Web Design
User Experience Design
Social Media Marketing
Content Management
Copywriting & Proofing

Tools

Illustrator
After Effects
Premiere
InDesign
Photoshop
Lightroom
Figma
XD

Web

HTML
CSS

Operations

Monday
Trello
G-Suite
Slack

References

Available upon request