

Alicia Villa

Multidisciplinary Designer

Design Portfolio

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Nice to meet you

Hello! I'm Alicia, a multidisciplinary designer located in the beautiful Pacific Northwest. I love typography and thoughtful, empathetic design. I am currently working on my Masters in UX Design.

I have worked in a wide range of organizations, but have been fortunate to work in nonprofit media spaces for the last five years.

Here is the work I am passionate about...

Tune in

CROSS PLATFORM

PRINT MEDIA

DIGITAL CAMPAIGN

TIGHT DEADLINES

TYPOGRAPHY

NONPROFIT WORK

BRAND EXPLORATION

ELECTION SEASON

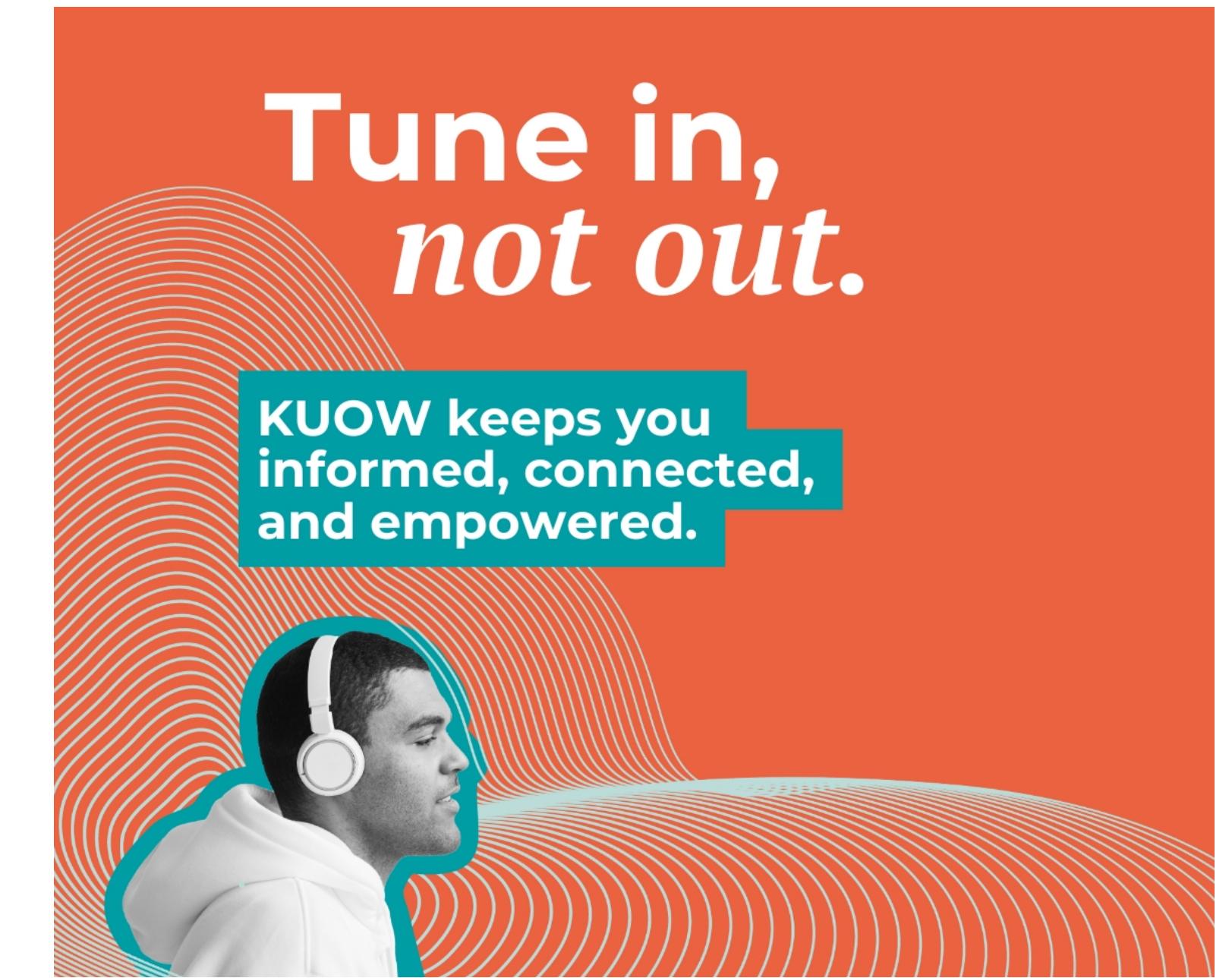
ILLUSTRATION

KUOW Puget Sound Public Radio is a Seattle news organization that provides unbiased, timely reporting on the local and national issues that impact citizens across Western Washington.

They needed an updated brand campaign to encourage listenership, donations, and civil action without taking sides reflecting their audience.

In less than a week I was able to provide concepts, iterate across sizes and platforms, and deliver large-scale print sizes as well as ad packages across web and social media.

Fall 2024



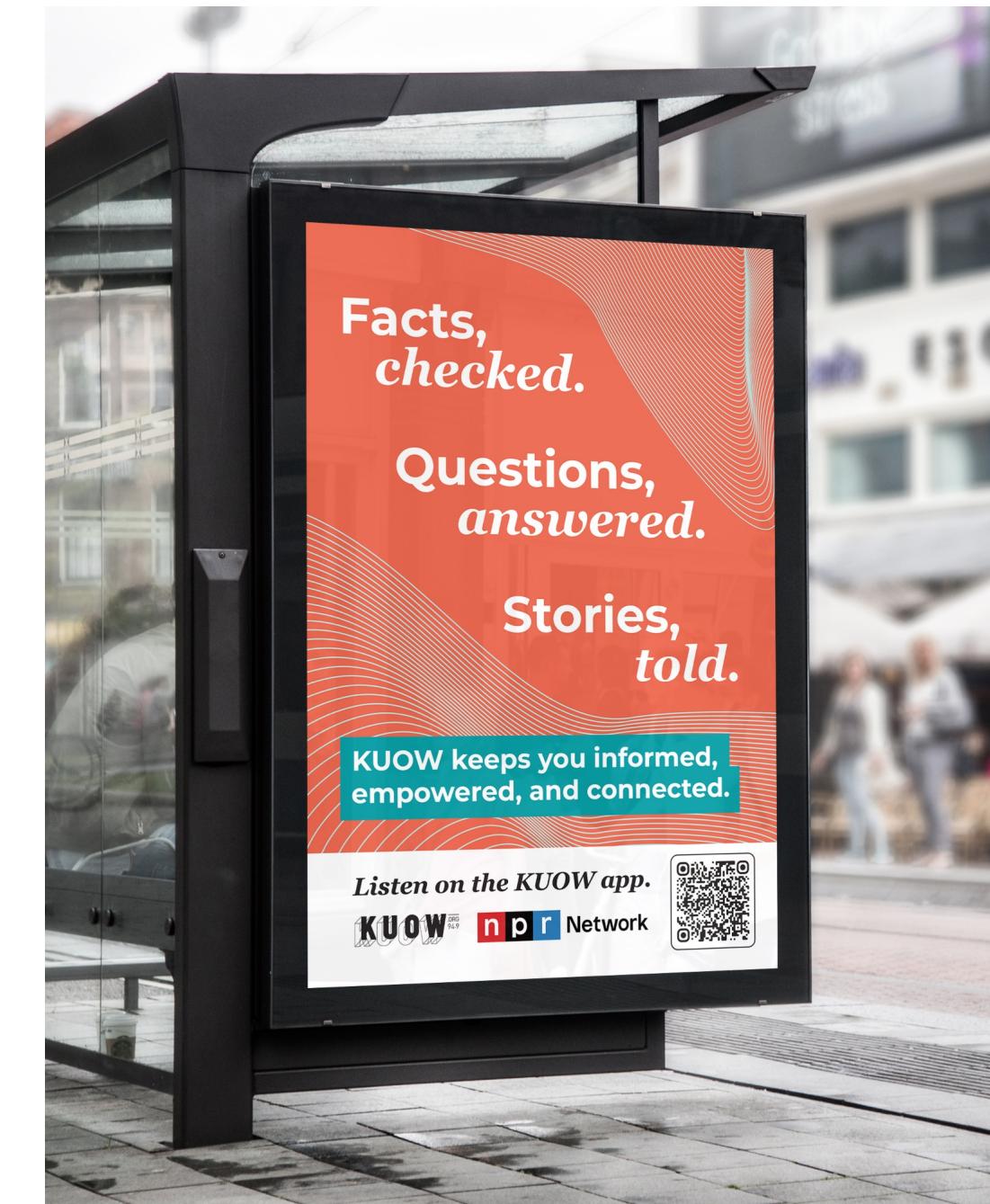
Work Examples | Ad Campaign

Tune in

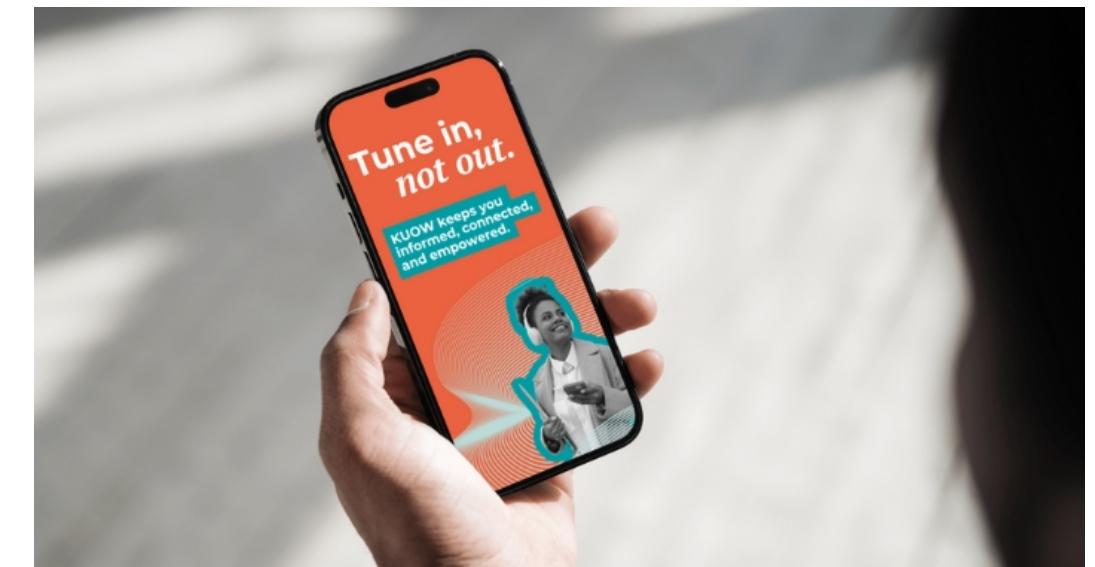
Usage



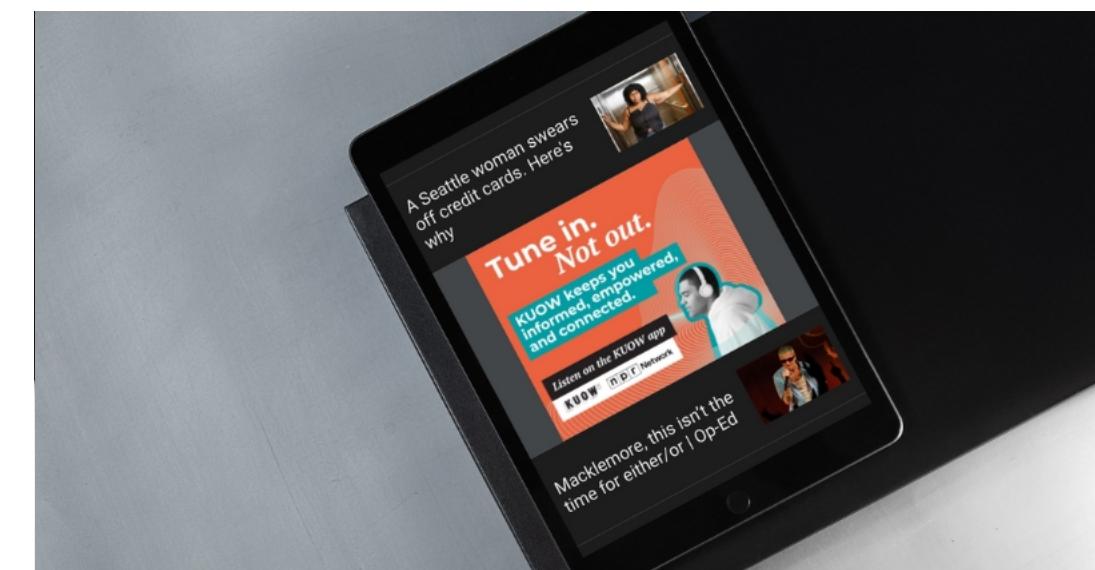
KING COUNTY TRANSIT | ULTRA SUPER KING



KING COUNTY TRANSIT | BUS STOP



INSTAGRAM | STORY POST



SEATTLE TIMES | WEB AD

Fall 2024

Work Examples | Ad Campaign

Stronger Summer Campaign

DIGITAL CAMPAIGN

TYPOGRAPHY

BRAND EXPLORATION

ELECTION SEASON

NONPROFIT WORK

SOCIAL JUSTICE

COLOR THEORY

TEMPLATES

For the 2024 election preseason, KUOW's Marketing and Donor Engagements teams decided to take a more measured tone. We made the decision to lean harder into the national NPR branding and strong, direct taglines and CTA's to emphasize the importance of public radio at this moment in history.

The result was a somber but powerful visual that plays to the audience's abilities and drive to stay engaged.



Spring 2024

Work Examples | Ad Campaign

Stronger Summer Campaign

Usage

Deeper context. Trusted information. Civic Engagement.
A free press. Local reporting. Hearty debates.
ed news. Stronger because of you. Fact-che
Democracy. Election coverage. Community voices.
ht. Diverse perspectives. Trusted information. Nu

A free press.
Community voices.
Fact-checked news.
Election coverage. Stronger because of you.
Hearty debates.
Local reporting.
Democracy.

Community voices.
Fact-checked news.
Election coverage. Stronger because of you.
A free press.
Local reporting.

A free press.
Stronger because of you.
GIVE TODAY KUOW 94.9 npr Network

Hearty debates.
Fact-checked news.
Election Coverage.
A free press. Stronger because of you.
Community voices.
Local reporting.
Democracy.



Stronger because of **you.**

A free press. Fact-checked news. Civic Engagement. Election coverage.
Nuance. Local reporting. Insight Stronger because of you.
GIVE TODAY KUOW 94.9 npr Network

Fact-checked news.
Stronger because of you.
GIVE TODAY KUOW 94.9 npr Network



Election coverage.
Stronger because of you.

A free press.
Hearty debates.
Election Coverage.
Fact-checked news. Stronger because of you.
Community voices.
Local reporting.
Democracy.

Election coverage.
Stronger because of you.
GIVE TODAY KUOW 94.9 npr Network

PSPR Board Manual

REPORT

TEMPLATES

TIGHT DEADLINES

LAYOUT DESIGN

NONPROFIT WORK

The KUOW Puget Sound Public Radio Board of Directors releases a manual annually. This year, the manual was expanded from 37 to over 120 pages of text, infographs, data, reports, and guidelines to inform and prepare incoming board members.

Due to the timeline and weight of content, I prepared a styled document and set pages and graphs using past years' data so the Board team could easily update, replace and add sections where necessary.



KUOW Biz Support One Sheet

REPORT

LAYOUT DESIGN

TEMPLATES

NONPROFIT WORK

The KUOW Business Support team needed a refreshed sales tool to help market spots in the lineup of established and new podcasts.

The goal was to deliver a simple, fairly print friendly document that the team could make minor updates when prices, airing info, or show details change.



Lost Patients

PODCAST ART

ILLUSTRATION

TIGHT DEADLINES

COLLABORATION

TEMPLATES

NONPROFIT WORK

SOCIAL JUSTICE

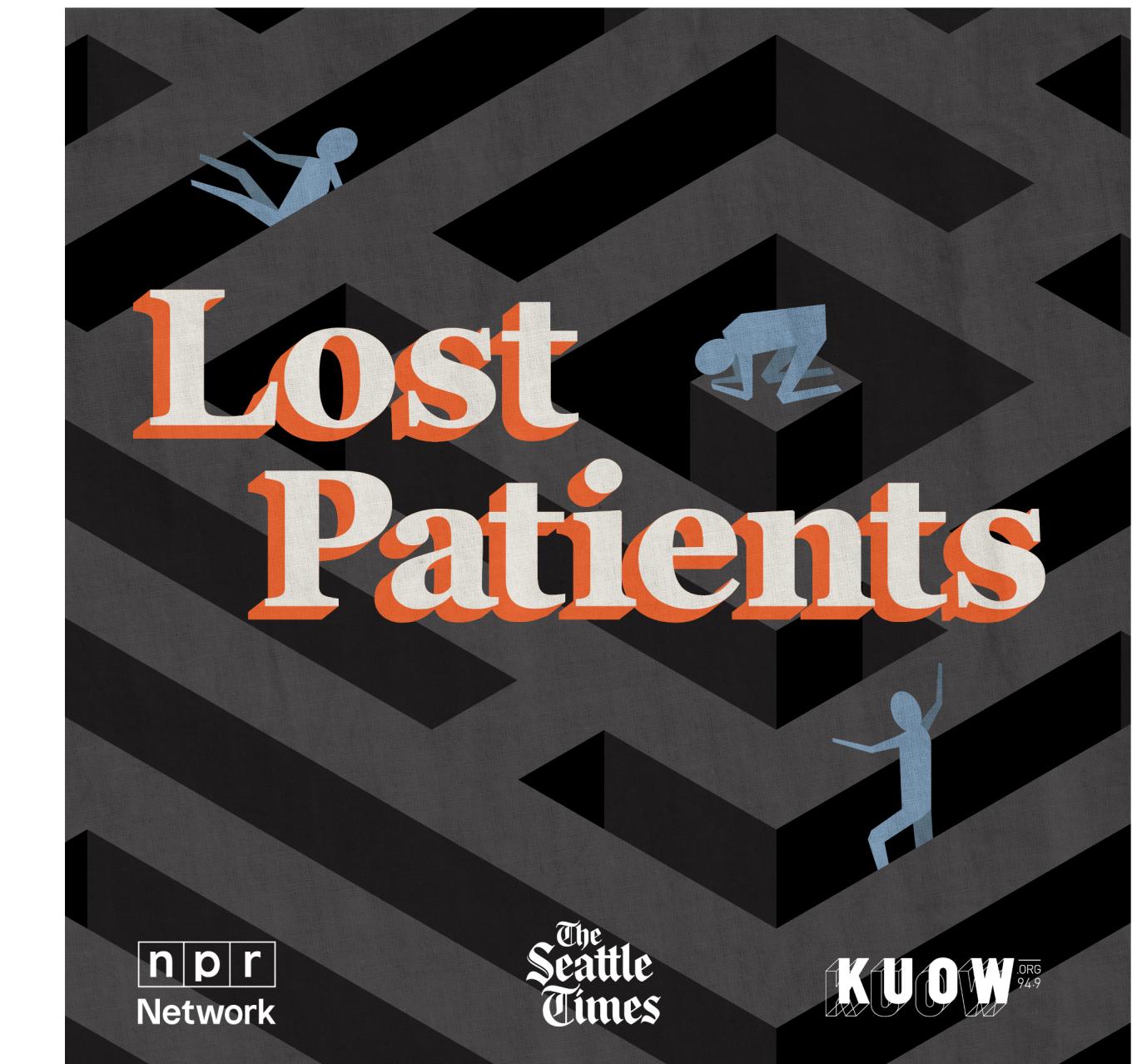
TYPOGRAPHY

COLOR THEORY

DIGITAL CAMPAIGN

Editorial teams from KUOW and The Seattle Times came together to collaborate on a new podcast, focused on the experiences of mental health patients and their loved ones. After many rapid iterations, we landed on a simple illustration which could convey the complexity of these heartbreak stories at a glance.

Once set, I quickly versioned out assets and promo ads. This program requires continual visual design and has a library of social media templates and advertisements to support the growth of content and public reception.



Lost Patients

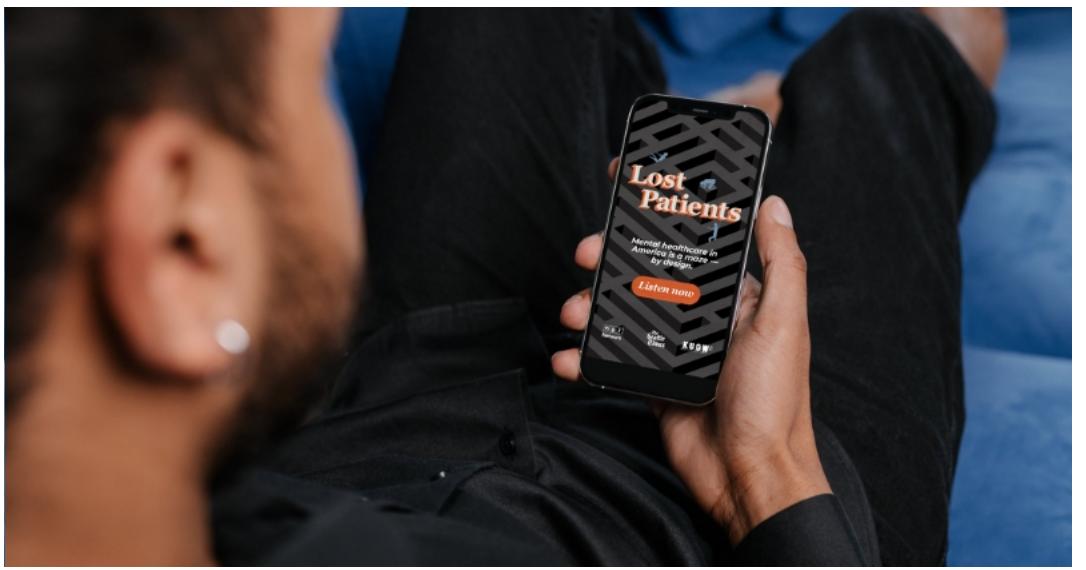
Usage



LOST PATIENTS LIVE EVENT | SEATTLE, WA



APPLE ARTWORK



INSTAGRAM | STORY POST



WEB HEADER

Spring 2024

Work Examples | Podcast Art

Booming

PODCAST ART

ILLUSTRATION

TIGHT DEADLINES

DIGITAL CAMPAIGN

COLLAGE

NONPROFIT WORK

SOCIAL JUSTICE

TYPOGRAPHY

COLOR THEORY

TEMPLATES

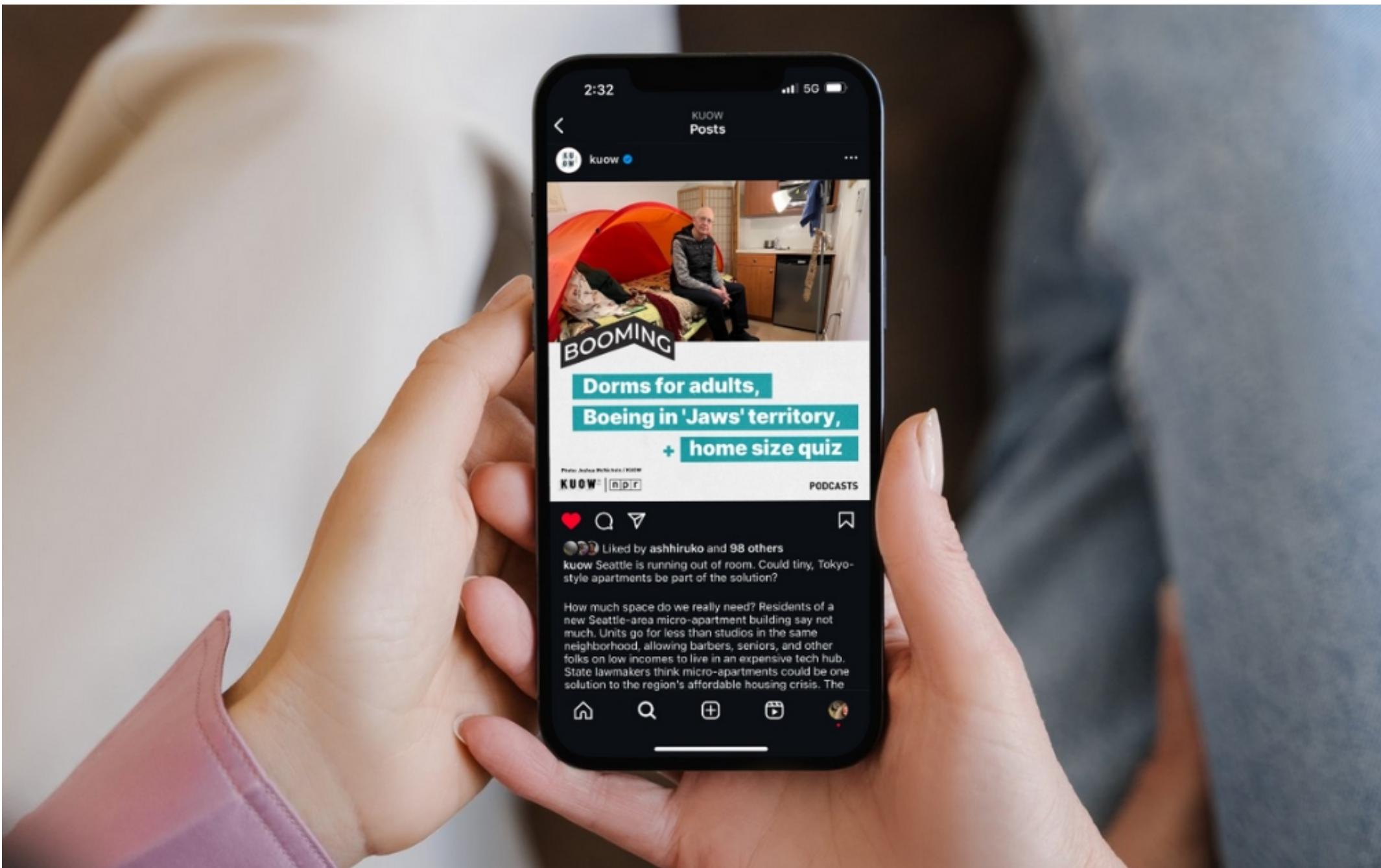
A KUOW podcast born out of a wealth of housing and business stories in the Seattle area, Booming is a light-hearted yet thorough program that asks and answers questions about the local economy.

We cross compared with many of the existing econ podcasts and wanted a skyline-centric visual that would convey the ups and downs of the community. This show now has templated social media posts, animated social video templates, and a small but dedicated following.

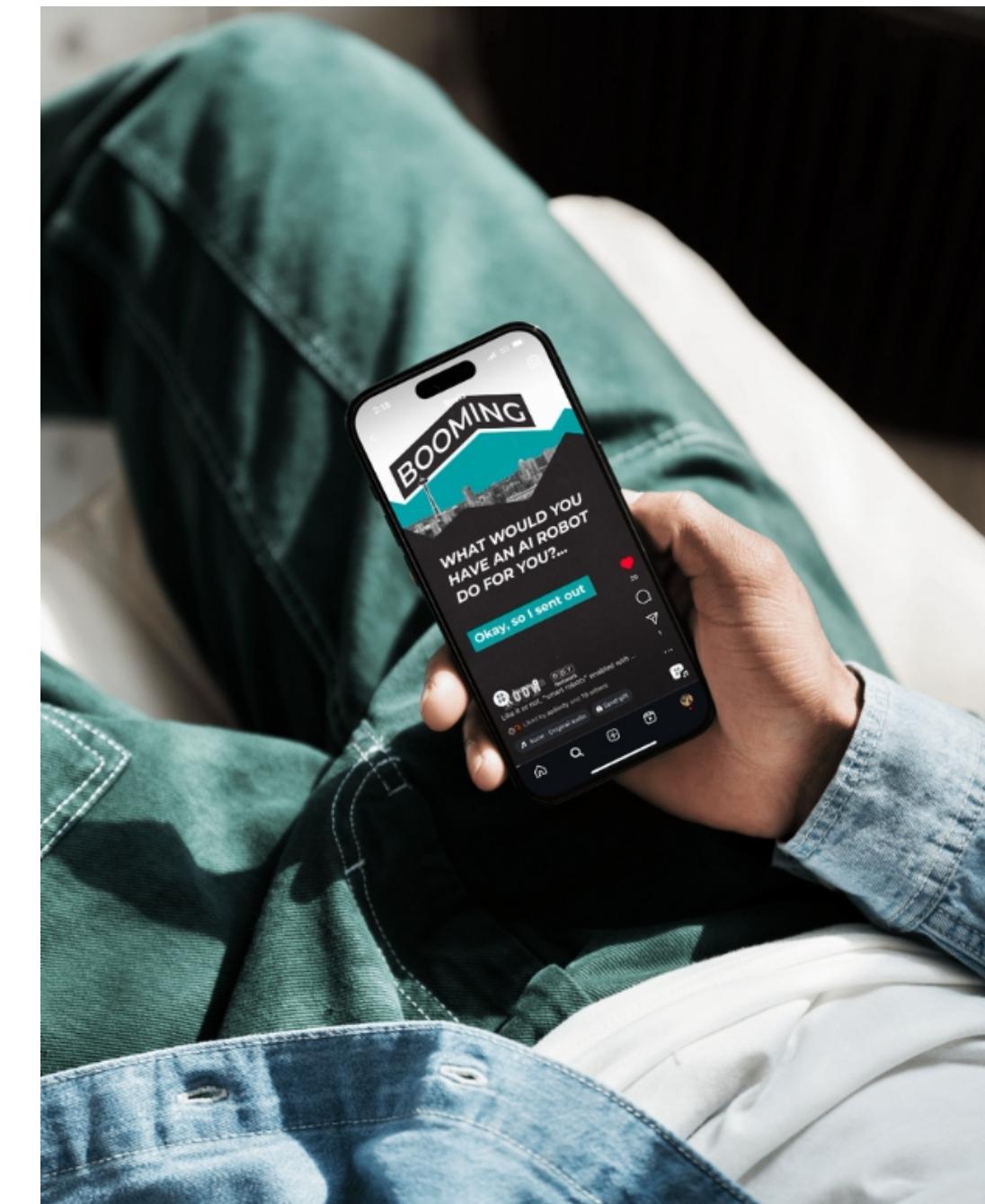


Booming

Usage



TEMPLATED GRID POST



TEMPLATED VIDEO POST



SPOTIFY DESKTOP APP



WEB HEADER

Spring 2024

Work Examples | Content

The Freedom Fund Gala

PRESENTATION

MOTION GRAPHICS

TIGHT DEADLINES

BRAND SYSTEMS

NONPROFIT WORK

RACIAL JUSTICE

TYPOGRAPHY

COLLABORATION

COLOR THEORY

Spokane NAACP had an urgent need for a creative team to concept, create and deliver a stunning presentation and support for their annual fundraising gala, The Freedom Fund. I worked alongside two videographers and leadership in order to achieve a polished product in record time.

Stats, titles, transitions, in memoriam, and other slides were designed within the national NAACP branding to create a high end but impactful presentation. Not to brag too much, but a former NAACP Marketing official saw these and “loved what [I] did with the branding.”



The Freedom Fund Gala

Usage

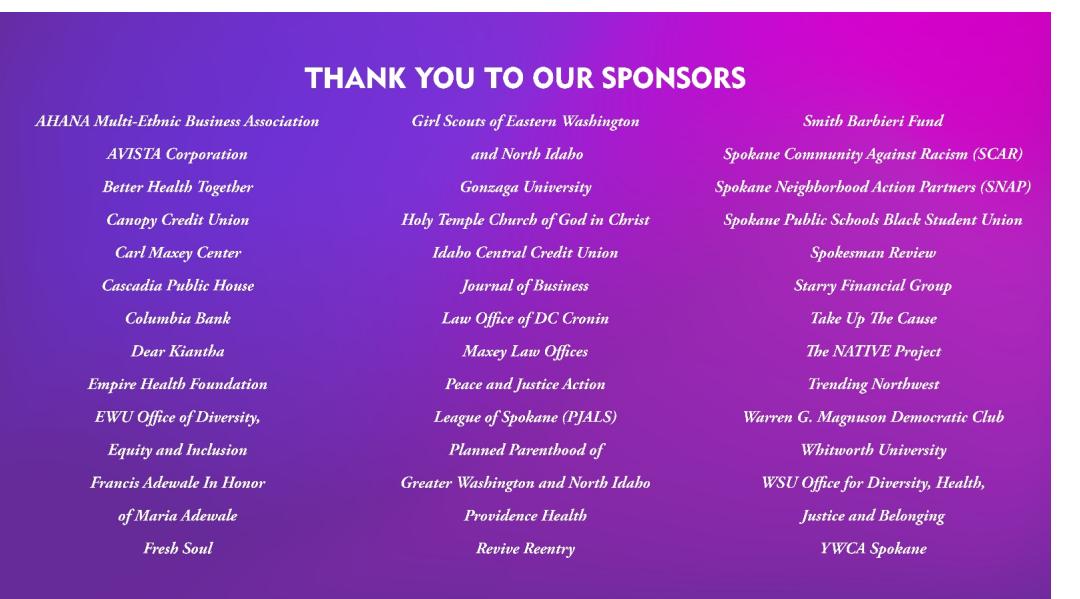
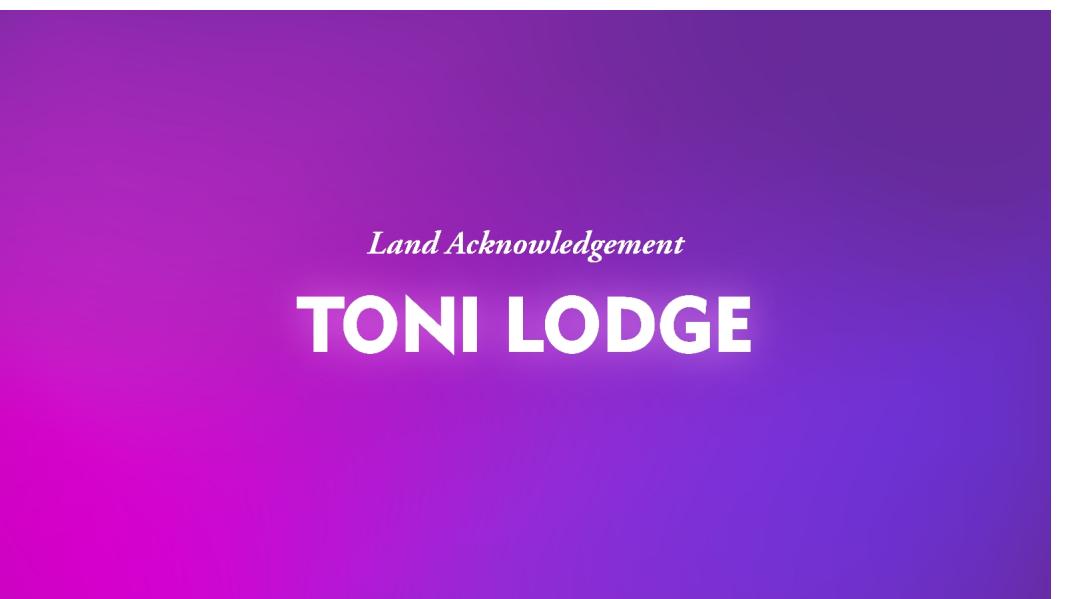
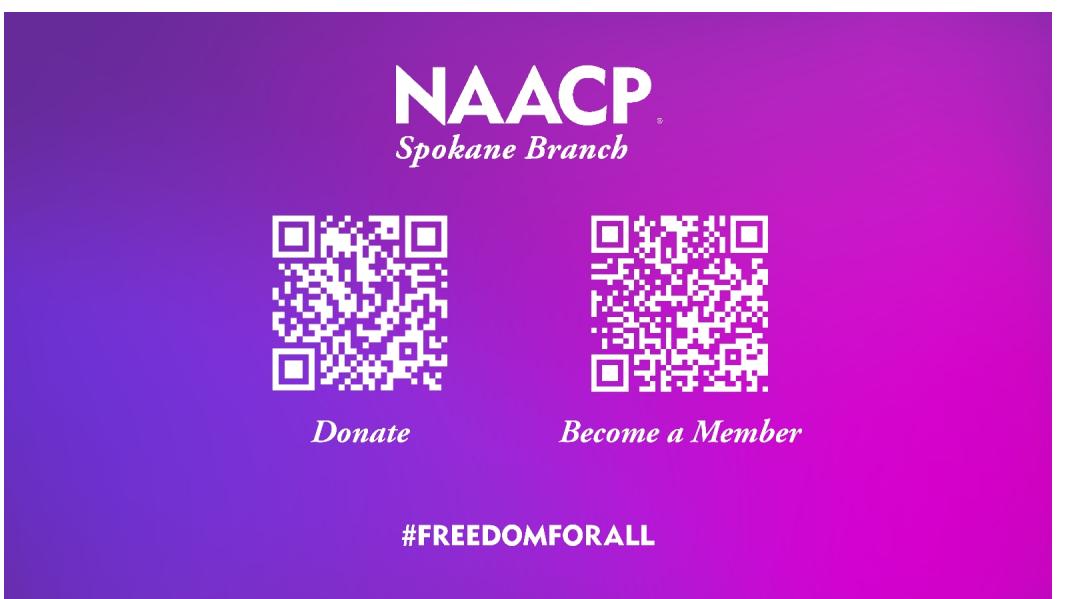
Underserved neighborhoods, including East Central, run up to 13.9 degrees hotter than others due to lack of green spaces and tree canopy.

ENVIRONMENTAL JUSTICE

#freedomforall



Mahalia Jackson



SLIDES (ALL ANIMATED)

Fall 2022

Work Examples | Presentations

Thanks for looking!

My time at KUOW and the NPR Network over the last two years has not only provided me the opportunity to fulfill a professional dream, but also to take part in high-impact, mission-driven work.

I'm thrilled at the chance to continue on that path!

Alicia

Closing