



# ALICIA PRIETO

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## SKILLS

After Effects  
InDesign  
Photoshop  
Illustrator  
Premiere Pro  
Google Suite  
HTML+CSS  
Stop-motion  
Animation  
Keynote

## LANGUAGES

Natively fluent in:  
Spanish | Russian | English

## EDUCATION

New York City College  
of Technology  
Bachelor of Technology  
Communications Design  
Advertising Major

FAME by  
Grey x FindSpark  
8-week  
Portfolio School

The Workshop  
3-month art direction  
apprenticeship program.

## REFERENCES

Available upon request.

## Freelance

Design & Art Direction

April 2021 - Current

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## Condé Nast

Design

October 2020 - March 2021

- » Designed and animated paid social assets across multiple brands such as Vogue, Vanity Fair, and Allure.
- » Ideated new creative directions for the Allure Beauty Box brand and created video ads.

## ZitSticka

Design

October 2019 - March 2020

- » Created assets for social media, email marketing, and advertising campaigns.
- » Directed photo and video shoots.
- » Created graphics and advertising for the SKIN DISCIPLINE product launch campaign.
- » Optimized existing brand content with motion graphics.

## We Are Social

Design & Art Direction

June 2018 – October 2019

- » Designed reactive social content by combining motion graphics and client-provided assets.
- » Ideated and developed monthly content campaigns consisting of paid media as well as organic content.
- » Pitched creative treatments to clients. Gathered inspiration to stay in touch with creative developments in social media.
- » Led a team of interns and freelancers to deliver creative assets to account team.

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## Children's Museum of the Arts

Lead Teaching Artist

April 2014 – June 2018

- » Developed and led art camps and after-school classes for children with a focus on developing original art and their creative voice.