



ALICIA PRIETO

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KNOW-HOW

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

REFERENCES

Available upon request.

Condé Nast

Designer

October 2020 - Current

- » Designed and animated paid social assets across multiple brands such as Vogue, Vanity Fair, Allure and Architectural Digest within Condé Nast's internal marketing agency.
- » Ideated new creative directions for the Allure Beauty Box brand and created video ads.

ZitSticka

Designer

October 2019 - March 2020

- » Created assets to be used across social media, email marketing, and advertising campaigns.
- » Directed photo and video shoots to deliver branded content to Art Director and marketing team.
- » 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.
- » Proposed Instagram Stories and other creative treatments to clients. Gathered inspiration to stay in touch with creative developments in social media.
- » Instructed interns and freelancers while overseeing creative.

Children's Museum of the Arts

Lead Teaching Artist

April 2014 – June 2018

- » Developed and led week-long art camps and after-school classes for children with a focus on developing original art and their creative voice through graphic novels, sculptures, and original films.