

ALICIA PRIETO

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SKILLS

Art & Creative Direction
Graphic Design
Illustration
Project Management
Motion Graphics
Video Editing
Storyboards
Stop Motion Animation
Presentation

TOOLS

Illustrator
Photoshop
InDesign
After Effects
Premiere Pro
Adobe XD
Figma
Canva

LANGUAGES

Spanish, Russian

EDUCATION

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

FAME by
Grey x FindSpark

The Workshop

REFERENCES

Available upon request.

Freelance

Art Direction

Jun 2020 - Current

- Worked with a variety of small brands and nonprofit clients.

Situation Group

Design & Art Direction

Nov 2022 - Apr 2023

- Designed informational documents for Girl Scouts.
- Created ads for NYU, Harvard, and other education clients.
- Created banners and advertising collateral for Empire State Building and various Broadway shows.

Condé Nast

Graphic Design & Motion Graphics

Oct 2020 - Mar 2021

- Defined the design and animation system for the Allure Beauty Box brand and created templates.
- Designed and animated paid social assets for brands such as Vogue, Vanity Fair, Bon Appétit, and Architectural Digest.

ZitSticka

Graphic Design & Motion Graphics

Oct 2019 - Mar 2020

- Executed branded content from conception to delivery.
- Designed and animated assets for all marketing channels.
- Assisted and produced photo and video shoots.

We Are Social

Graphic Design

Jun 2018 – Oct 2019

- Designed and animated original stories and gifs.
- Led a team of interns and freelancers.
- Ideated social media content calendars and pitched creative solutions for clients and accounts teams.

Children's Museum of the Arts

Lead Teaching Artist

Apr 2014 – Jun 2018

- Developed and led art classes for children with a focus on developing original art and creative vision.