



AMAPOLA
ALFONSO

GRAPHIC DESIGNER

polaalfonso@gmail.com

www.polaalfonso.com

818.445.5803

SKILLS

Softwares:

InDesign, Photoshop,
Illustrator, Dreamweaver,
After Effects, XD,
Sketch, Figma

Programming

Languages:

HTML, CSS,
JavaScript, jQuery

Special Skills:

Editorial & Web design,
Typography, Layout,
Logo, Branding,
Illustration, Packaging

EDUCATION

University of Southern California, Roski School of Art and Design

Bachelor of Arts, Graphic Design
Web Technologies and Applications Minor
Los Angeles, CA | May 2014

WORK

Production Designer, Be Grizzlee / Media Arts Lab

Playa Vista, CA | 08/19 - Present | Freelance

- Localizing and designing international banner ads for Apple

Digital Production Designer, Microsoft

Redmond, WA | 03/22 - Present | Freelance

- Optimizing photo and illustration assets as well as templates provided by Microsoft.

Visual Designer, Amazon

Seattle, WA | 09/21 - 02/22 | Contract Work

- Creating strongly branded promotional graphics for products and devices as a Visual Designer with Amazon Fashion and a Production Designer with CX Labs.

Digital Designer, Disney Consumer Products and Interactive

Glendale, CA | 11/18 - 05/19 | Contract Work

- Responsible for designing marketing emails, web banners, and social assets for shopDisney.com.

Web Designer, Skechers

Manhattan Beach, CA | 07/18 - 10/18 | Contract Work

- Design email campaigns, banner ads, and digital collateral for the advertising department.

Senior Graphic Designer, CBS International Studios

Los Angeles, CA | 05/17 - 11/17 | Contract Work

- Create print & digital collateral for the marketing team directly under the Creative Director.

Production Designer, Disney Interactive

Glendale, CA | 04/16 - 09/16 | Contract Work

- Responsible for creating assets in the digital space, including theming pages, and production design. Primary designer for the video thumbnails featured on Disney's YouTube channels.

Junior Graphic Designer, Inside Weddings

Los Angeles, CA | 02/15 - 02/16

- Primary designer for all the graphics on the website, social media platforms, and print magazine. Direct collaboration alongside the Art Director for editorial design.

Design Intern, Findr Interactive

Los Angeles, CA | 06/14 - 12/14

- One of two designers in the west coast office to design the multicultural digital and print collateral for the world's largest gaming company, Caesars Entertainment.

Graphic Designer, USC Roski Communications and USC School of Social Work

Los Angeles, CA | 09/13 - 05/14

- Update official website, design, and produce promotional materials for both schools.

Design Intern, The dFm & Whitney Eve

Los Angeles, CA | 01/14 - 04/14

- Design marketing decks, proposal layouts, and custom themes fitting to various clientele such as Wildfox, SXSW, and Coachella for The dFm.
- Create flyers, apparel graphics, and retouch images for growing fashion label, Whitney Eve.

Graphic Designer, USC Asian Pacific American Student Services and USC Office for Wellness and Health Promotion

Los Angeles, CA | 09/10 - 01/12

- Design fliers, brochures, banners, and promotional materials to be displayed around campus.

ADDITIONAL FREELANCE WORK

Edelman: Create invites and ads for Unilever, Dove, and TOTO | 2015 - 2019

SUPERCHARGED by Kwanza Jones: Design web and social assets for lifestyle brand | Summer 2019

The Flower Shop: Design marketing materials for wedding & events company | 2018 - 2019

FIGS: Design emails and social media content for a high-end medical apparel company | 2017-2018

T3 Micro: Design emails and social media content for a luxury hair styling company | Summer 2017

Knock Knock: Redesign book layout for a gift and book publishing company | Spring 2017

LiveFAST: Design e-com layout, zines, and creative marketing collateral for online mag | 2016

The dFm: Design weekly newsletters for 100k plus influencers | 2014 - 2016

Fashion Nova: Create online sliders and newsletters for a fashion company | Spring 2014

DSTLD: Design online banners for a luxury denim brand | Spring 2014