



AMAPOLA
ALFONSO
GRAPHIC DESIGNER

polaalfonso@gmail.com
www.polaalfonso.com
818.445.5803

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

FREELANCE WORK

The Flower Shop: Primary designer for website and all marketing materials for wedding and events company | Present

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

Edelman: Create invites and ads for Unilever, Dove, and TOTO | Present

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

WORK

Senior Graphic Designer, CBS International Studios

Los Angeles, CA | 11/17 - 5/18 | Contract Work

- Responsible for creating print and digital collateral for the sales and marketing teams and CBS Studios International clientele 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 | 09/13 - 05/14

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

Design Intern, The dFm

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

- Design various brand-oriented marketing decks, proposal layouts, and custom themes fitting to various clientele such as Wildfox, SXSW, and Coachella.

Graphic Design Intern, Whitney Eve

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

- Create event flyers, graphics for shirts, and re-touch images for growing fashion label.

Graphic Designer, USC Office for Wellness and Health Promotion

Los Angeles, CA | 05/11 - 08/12

- Design promotional materials to be distributed and displayed around the campus.

Graphic Designer, USC Asian Pacific American Student Services

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

- Design fliers, brochures, and banners for campus events.

SKILLS

Softwares: InDesign, Photoshop, Illustrator, Dreamweaver, After Effects, Motion, Final Cut Pro

Programming Languages: HTML, CSS, JavaScript, jQuery

Special Skills: Editorial & Web design, Typography, Layout, Logo, Branding, Illustration, Packaging