

# Alison Bugaeff

Graphic Designer, Illustrator, & Social Media Specialist

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## PROFESSIONAL SUMMARY

Experienced graphic designer with a B.A. in Graphic Design, offering 3 years of proven expertise in digital & print design, social media development, & illustration. Proficient in utilizing industry-standard software to create visually compelling designs that effectively communicate client messages across various platforms.

## TOOLS

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe Lightroom

Procreate

Canva

Google Suite

Microsoft 365 Suite

ZOHO

Wordpress

## EDUCATION

### CALIFORNIA STATE UNIVERSITY LOS ANGELES, Los Angeles, CA

Bachelor's Degree: Graphic Design/Visual Communication, 2018—2022

- 3.5 GPA
- Vice President of CSULA Graphic Design Club "Vector"

## EXPERIENCE

### MDPRO, San Diego, CA

Full-Time Graphic Designer, 2023—Present

- Conceptualized & developed innovative solutions for diverse marketing collateral, including brochures, flyers, social media visuals, website layouts, & email templates.
- Collaborated with the marketing team to ensure brand coherence across all marketing platforms.
- Managed multiple projects concurrently, meeting strict deadlines with efficiency.
- Led the management & creation of engaging social media content.
- Devised & executed strategies to drive social media growth.

### UNINCORPORATED, Remote, CA

Visual Design Intern, 2022—2023

- Worked closely with the Brand Manager to fulfill design tasks for the agency.
- Collaborated effectively with the creative team to deliver high-quality client work.
- Adapted the agency's brand identity, vision, & goals into design projects.
- Developed & enhanced skills in design, process management, & branding.

## **NETFLIX, Los Angeles, CA**

Temporary Product Proposal Project Leader, 2022—2022

- Worked alongside the Director of Global Product Development & Creative Product Team to lead a group of designers to ideate, design, & execute a consumer product proposal in collaboration with a Netflix original series.

## **DAVIS ELLEN ADVERTISING, Los Angeles, CA**

Temporary AD Campaign Leader, 2022—2022

- Led a team of designers alongside a McDonald's Account Executive to conceptualize, design, & present OOH advertisements for the McDonald's Summer Drink Campaign.

## **USU-GRAFFIX, Los Angeles, CA**

JR. Graphic Designer, 2021—2022

- Collaborated closely with the Director of Graphics & Marketing to devise creative design solutions, develop captivating concepts, & execute effective campaigns for on-campus events.
- Led the ideation & creation of visually appealing materials such as posters, flyers, & digital assets to promote various activities and initiatives.
- Coordinated with event organizers to ensure alignment between design elements & event themes.
- Managed social media platforms, including content creation, scheduling, & engagement strategies.

## **SKILLS**

Print Design

Digital Design

Social Media Marketing

Typography

Branding

Logo Design

Copywriting

Video Editing

Email Marketing