

ALICIA VERGEL DE DIOS

10+ years experience in graphic design and art direction. Multitasking team member. Self motivated, positive and super organized.
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Education:

General Assembly NYC 2017

Pratt Institute, BA 2004

Skills: UX design, Sketch, Invision, Prototyping, Photoshop, Illustrator, InDesign, Sketch, MS Office, illustration.

Current Work | 2012-Present

Scholastic

Art Director

Storia eReading app

- Created and developed a brand for the award winning Storia eBooks. Market research, mood boards, and brand development for app and several website redesigns.
- Researched and worked directly with app developers and UX/IA team to re-imagine the end-to-end Storia experience and improve on the current app. Created mock-ups of the redesigned “imagined” improved app for presentation for executives.
- Maintained and oversaw monthly product merchandising for the Storia eBooks website, as well as special programs and promotions on the site and social media outlets.

Reading Clubs

- Complete start-to-delivery redesign of a complex e-commerce site for registered teachers and students. Worked in a team of 15+ visual designers and UX designers to redesign entire site from scratch onto new platform. Included concepting, user testing, peer feedback, final delivery and establishing design style guide and rules in a limited amount of time.
- Worked directly with marketing and merchandising teams for monthly merchandising and promotional designs.

Scholastic Store Online

- Complete redesign of the Scholastic Store Online website. Worked closely with UX, marketing department and programmers to optimize the site to make it a competitive and fluid e-commerce shopping experience for our users.
- Lead designer of Store.Scholastic.com. Led style and brand refresh and optimized site capabilities by creating interchangeable content slot templates. Trained merchandisers and marketers on how they could potentially optimize and make an exciting shopping experience with every possibility.
- Worked directly with marketing and merchandising teams for monthly merchandising and promotional designs, and weekly emails.

Previous Full-time Employment

NBC iVillage

Senior Graphic Designer 2005-2009

- Worked with a team of 8+ designers, project managers, editors, sales teams, on various projects with iVillage.com.
- Design, branding and illustrations for websites, postcards, print work, banners, animated banners, CD label and sleeves, ppt slide designs, video graphics, illustration, logos, branding, mood boards, ad packages, tools, video players.
- Clients included internal iVillage, NBC, and various sponsored projects.

Healthology

Graphic Designer 2004-2005

- Worked with project managers, editors, and doctors on CME and pharma sponsored programs. Clients included: Pfizer, AGA, American Heart and Lung Association.
- IA and UX, Design and branding of stand alone websites and video players.
- Print and web marketing material, logos, branding.

Freelance

Print/web design, Illustration, typography, layout, concepting, branding etc. 2004-present.

Sawn 2017

VRNOVO 2016

Audicus 2015-2016

Fabio Scalia hair salon 2015

Complete Body 2015

John Yacos Law Firm 2014-2015

Lawless Casting 2013-2017

Hem and Grommet 2014

Atic Records 2004-2013

Outerspaceways 2012-2013

Orbtec 2012-2013

Seagate | TIO 2010

New York Festivals 2012

Real CME 2012

OnDeck 2011

Truveris 2011

College of Charleston 2010

Fingerlakes.com 2009-2013

East West Quintet 2008

Sourcebooks 2008

Fatboy Records 2007

Ambrose Akinmusre 2007

Wounded Warrior 2007

The Conch, Moe 2007

Charlie Faye 2006

Grand Central Records 2005

High Art 2004-2005

References upon request