



ALICIA VERGEL DE DIOS

aliciavdd.com \ \ aliciavdd@gmail.com \ \ 917.609.5796 \ \ [linkedin.com/in/aliciavergeldedios](https://www.linkedin.com/in/aliciavergeldedios)

Visual Designer with 15 years' experience in digital design, and illustration in New York City. Self-motivated, positive, curious, and organized. Current personal projects include illustrating a children's book, fine art, and working on *Octopus Bar*, a VR game for VRNOVO.

EDUCATION

2000-2004
Pratt Institute
BFA in Illustration; minor in
Graphic Design

2017
General Assembly
User Experience Design

SKILLS & TOOLS

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

FREELANCE

MAIA
Sawn
VRNOVO
Audicus
John Yacos Law Firm
Lawless Casting
Hem and Grommet
Atic Records
Seagate
College of Charleston
Sourcebooks
Fatboy Records
Ambrose Akinmusre
Grand Central Records

REFERENCES

Upon request

EXPERIENCE

Scholastic, Inc.

Art Director, 2012-present

BOOK CLUBS

- Conceptualized and executed a complete start-to-delivery redesign of a complex e-commerce site to simplify the shopping and ordering experience for both registered teachers and students.
- Managed a team of new visual and UX designers during the redesign of the entire site.
- Performed rapid prototyping to obtain user feedback and iterate on final product.
- Established design style guide and rules in a limited amount of time.
- Works directly with marketing and merchandising teams for monthly merchandising, promotional designs, emails, social media, microsites, print, and special campaigns.
- Mentors Junior staff members on the design team.

SCHOLASTIC STORE ONLINE

- Redesigned the Scholastic Store Online website. Led style and brand refresh by establishing design direction and optimized site capabilities by creating interchangeable content slot templates.
- Worked closely with UX, marketing department and programmers to make the site a competitive and fluid e-commerce shopping experience.
- Trained merchandisers and marketers on how to utilize different modular layouts and components to enhance and make an exciting shopping experience.

STORIA EREADING APP

- Reimagined the award-winning Storia eReading app. Worked directly with UX team throughout process.
- Performed market research, concepted designs of the app to present to executives.
- Reenvisioned and redesigned the brand for Storia's marketing website.
- Oversaw monthly product merchandising for Storia eBooks across all channels including Book Clubs and Scholastic Store Online.
- Created special programs and promotions on the site and on social media outlets.

NBC/iVillage

Senior Designer, 2005-2009

- Designed content for the iVillage website, as well as various microsites.
- Branding, illustrations, ads, Flash banners, PPT slide designs, video graphics, mood boards, video players and print.
- Worked cross functionally with stakeholders under tight deadlines.

Healthology

Designer, 2004-2005

- Designed Print, web, marketing, branding and wireframing.
- Worked cross functionally on CME and pharma sponsored programs.
- Clients included: Pfizer, AGA, American Heart and Lung Association.