



Alicia Frickey

Graphic & UI/UX Designer

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Skills & Tools

- **Adobe Creative Cloud:**
InDesign, Illustrator, Photoshop, Adobe XD, Acrobat DC, Bridge
- **Google Suite:**
Gmail, Drive, Docs, Slides, Forms, Calender
- **Microsoft Office:**
Word, PowerPoint, OneDrive, Outlook
- **GIT:** Graphic information Technology, Graphic Design and Design Support
- **Brand Identity & Strategy:**
Logo Design, Usage Guidelines, Typography, Color Systems
- **Layout Design:**
Print & Web Usage
Brochures, Magazine Spread, Wire-framing
- **Template Design:**
Layouts, Design /Print area for Products, Die-Cuts
- **UI/UX Design:**
User Interface Design, User Experience Design.
University Setting for User Research & User Testing, Prototyping
- Technical Product Development
- Organization, Problem-solving
Strong work ethic, Collaboration
- Evaluated next steps
- **Collaboration & Project Management Systems:**
Zoom, Slack, Trello, ZenDesk, Notion.
Canva, Figma

Work Experience:

- **Printed Mint | Phoenix, AZ**
Graphic Design Associate + Technical Product Development | March 2023 - June 2024
 - Collaborated with the creative team for Product Development to produce new product templates, supporting files, & content, and the creation and maintenance of approx 100+ new and current Product Listings from Home Goods, Apparel, & Textiles, to Office Accessories and Tech.
 - Reviewed error reports from production teams, created issue tickets, and assisted customers in revising and resubmitting their files.
 - Assisted the Senior Graphic Design Specialist and Supported the creative team in achieving department goals.
- **GIT Creative Agency | ASU Polytechnic & American Table Tennis Association**
Brand Strategy & Identity, Website Layout Design | Spring 2021
 - Developed consistent brand strategy & identity for a national organization.
 - Designed mock-up for responsive website incorporating established brand guidelines.
 - Collaborated with creative director, design team, & organization leaders to deliver designs on time & within scope.
- **Avenue Business Centers LLC | Scottsdale, AZ**
Graphic Designer Internship
 - Corrected the consistency of brand colors & guidelines for usage in print and web.
 - Collaboration with the owner on user interface re-design & mock-ups for mobile app.
- **Freelance Graphic Designer | Scottsdale, AZ | February 2019 - Present**
 - Collaborated with various clients to assist in creation for elements encompassing: Branding Guides (Usage Guidelines, Typography, Logo Design, Color Systems) Template & Layout design and creation for both print and web usage.

Education:

- **Arizona State University - Ira. A Fulton School of Engineering**
Master of Science (MS) in Graphic Information Technology | May 2022
Graphic Design & UI/UX Design

Bachelor of Applied Science (BAS) in Graphic Information Technology | May 2021
Graphic Design
- **Scottsdale Community College - SCC**
Associate of Applied Science (AAS) Graphic Design | Visual Communication Honors | May 2019

Activities & Clubs:

- ASU Polytechnic GIT Creative Agency Spring 2021
- Phi Theta Kappa Honors Society
- Phoenix Chapter of Adobe IDUG 2017 – 2019
- Maricopa Community Colleges Study Abroad Program Study Abroad Ireland (SAI) 2018
- 2017 JEA/ NSPA Journalism Convention Seattle, Washington
- Outstanding Senior Graphics Communication Award
- Girl Scouts of USA Bronze and Silver Awards | Lifetime Member of Girl Scouts of USA