

ALANA ESPINELI

CREATIVE MANAGEMENT + GRAPHIC DESIGN

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My work sits at the intersection of left and right-brain thinking. I have over nine years of graphic design experience working in CPG, tech, and nonprofit organizations. I'm excited to find a position that utilizes my passion for structure in a creative team setting.

EXPERIENCE

NUUN HYDRATION · SEATTLE, WA

CREATIVE MANAGER (Oct 2021 – May 2022)

I balanced my time between designing marketing collateral and finding ways to help our team work more efficiently. Managed employee training of our asset management system and other program processes for new hires and offered continuous guidance on best practices. Collaborated with project management and art direction to understand our team's skillset and help resource projects. Worked with our marketing producer to plan and execute photoshoots with external partners.

GRAPHIC DESIGNER (Oct 2018 – Oct 2021)

Designed modular B2C and B2B trade show and event booths used at major events across the country. Designed and built over 40 landing pages to support marketing campaigns. Branded our Women in Support initiative, Nuuness. Supported all marketing teams with in-house photography.

JUNIOR DESIGNER (Aug 2017 – Oct 2018)

Collaborated directly with the sales team to bring design concepts to life for presentations to retailers. Supported the marketing team by designing production ready collateral including online assets, ads, and event materials.

343 INDUSTRIES - MICROSOFT · REDMOND, WA

JUNIOR GRAPHIC DESIGNER - CONTRACT (Sept 2016 – Aug 2017)

Worked directly with Motion Design Lead to design the on-screen graphics package for Halo Championship Series 2017. Supported graphic production for the Halo Consumer Products team.

CARPOOL AGENCY · BELLEVUE, WA

JUNIOR GRAPHIC DESIGNER (Apr 2016 – Aug 2016)

Worked on UI for Facebook for Analytics for Apps marketing site. Prepared environmental graphics for Microsoft's Worldwide Communities TechReady 23 booth.

WORLD VISION INTERNATIONAL · FEDERAL WAY, WA

GRAPHIC DESIGN FELLOW (July 2015 – Apr 2016)

Produced all marketing collateral for the HungerFree program including creative direction for the 2015 campaign. Designed our booth experience at the 2015 Global Citizen Festival.

EDUCATION

GEORGE FOX UNIVERSITY · NEWBERG, OR

B.A. ART & DESIGN (Graduated Summa Cum Laude May 2015)

Spiritual Life Advisory Committee, Returnee Multicultural Scholarship Recipient, Student Leader with the Office of Spiritual Life, Art Mentor for incoming students, First Place in Design for Student Art Show