



AliciaCardinell

aliciacardinell.com
cardinellalicia@gmail.com
585.236.5316

Education

May 2016 Bachelor of Fine Arts in Graphic Design
Minor in Advertising and Public Relations
Rochester Institute of Technology, Rochester NY

Skills

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|---------------------|-----------------------------|-------------------|
| Adobe Illustrator | Concept Development | Leadership |
| Adobe Photoshop | Typographic Problem-Solving | HTML & CSS |
| Adobe InDesign | Project Management | Traditional Media |
| Adobe After Effects | Interactive Design | Retouching |
| InVision | Brand Management | Sketchup |

Work Experience

June 2017 **Graphic Designer & Marketing Assistant at the New York Wine & Culinary Center, Canandaigua NY**
Sept 2017 Assumed leadership and management in the marketing department. Created promotional material for all events and advertisements and wrote the copy. Managed all social media channels. Maintained weekly e-blast as well as any day to day updates on menus and other promotional material. Photographed events and retouched photos frequently for use online and in print.

Sept 2016 **Designer and Project Manager at Diadeis, New York, NY**
March 2017 Six month internship at Diadeis in NYC. Managed accounts such as GAP, American Eagle, Warby Parker, Dior and Bare Escentuals. Managed brand assets as well as gave creative direction to retouchers. Color matched prints and gave retouching direction that stayed within brand guidelines as per client request. Designed internal assets for the company as well as Bare Escentuals packaging.

Sept 2013 **Catering Staff at Brick City Catering, Henrietta NY**
May 2016 Gather materials for events that happen all around the RIT campus. Set up the event and serve as wait staff.

RIT Accomplishments

Oct 2015 **Wegmans Product Redesign, Rochester NY**
Dec 2015 Worked with Wegmans Supermarket to redesign its Orange Juice packaging with real world machine restrictions. Collaborated with students from Packaging Science and Industrial Design.

Sept 2015 **ABVI (Association for the Blind and Visually Impaired), Rochester NY**
Oct 2015 Worked with ABVI on a package design. Teamed up with a mentor from ABVI and created olive oil packaging with the impairments of the mentor in mind. Collaborated with Industrial Design students.

Sept 2015 **Chili Recreation Branding, Rochester NY**
Nov 2015 Worked collaboratively with the Recreation Center to rebrand. Presented several solutions to the client.

Jan 2015 **Imagine RIT, Rochester NY**
May 2015 Presented a semester long group project, Food 2 You, to the public. Took a leadership role and exhibited at Imagine RIT. The event had over 400 exhibits and 200,000 attendees.

Sept 2014 **Rochester Public Market, Rochester NY**
May 2015 Worked with the advertizing agency, Rising, to help the Public Market reevaluate its brand, get started on a website design, and create a stronger web presence.