

## experience

**CCA** | Troy, NY | Aug 2016 - Present

### Production Designer

My role at CCA includes designing and preparing both digital and print design for clients in higher education. I have worked to redesign several institutional and campaign-specific websites as well as directed HTML5 emails and ads. I also lay out and prepare print pieces, including inspecting pre-press color and copy proofs.

**Freelance** | Apr 2012 - Present

### Graphic Designer

I have provided a variety of small businesses and academic research projects with graphic design services including branding, packaging, and layout design. Selections of my freelance work are available at my website, [alainaborst.com](http://alainaborst.com).

**Kalisher** | Carrboro, NC | Mar 2014 - Aug 2015

### Creative Development Manager

At Kalisher, I was responsible for training the Creative Department as well as developing methods to increase the productivity and efficiency of my team. I was the sole Creative employee devoted to brand development of all Best Western accounts. While under my direction, Kalisher's Best Western art package lead times dropped from six business days to 24 hours. My daily responsibilities also included:

- Creating high profile custom artwork for international hospitality brands including Wynn, Virgin, Hilton, and Marriott.
- Utilizing Adobe CC Photoshop, Bridge, Lightroom, InDesign, and Illustrator programs to complete artwork requests.

**Ad·Mark·Com** | Wells, ME | May 2012 - Aug 2013

### Intern - Graphic Production

During my internship at Ad·Mark·Com, an owner-operated graphic design firm, I focused on brand development for Ad·Mark's biggest client; a four-star resort in Southern Maine. I helped build and maintain their new website in ModX and Wordpress, edited photos in Adobe Photoshop, created print advertisements in Adobe InDesign and QuarkXpress, and designed the layout for their 2013 wedding brochure.

## education

**Rensselaer Polytechnic Institute (RPI)**

Troy, New York | Aug 2011 - Dec 2013

**B.S. in Electronic Media, Arts, and Communication** -  
Concentration in Graphic Design

**Boston University (BU)**

Boston, Massachusetts | Aug 2010 - May 2011

Accepted into Bachelor of Science program as  
Neuroscience major.

## skills

Very strong work ethic

Keen attention to detail and passion for efficiency

Quick to learn new software and workflows

Train and supervise in workflow and software

Workflow design and optimization

Strong client and cross-departmental communication skills

## software proficiencies

Photoshop CC	Expert
InDesign CC	Expert
Illustrator CC	Highly Proficient
Wordpress	Proficient
HTML/CSS	Proficient
Windows/Mac	Highly Proficient

## awards, recognitions, and memberships

Two silver Addys presented by the Albany Ad Club to CCA for projects that I produced.

AIGA member since 2013, currently a member of the Upstate New York chapter.

Dean's list throughout my time at both RPI and BU.

Recipient of the Rensselaer Leadership Award and the Rensselaer Grant.

alaina borst  
graphic designer

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