

ALAINA BORST

Graphic Designer

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Experience

Freelance + April 2012 - Present

+ **Graphic Designer**

I have provided various small businesses with graphic design services using Adobe Photoshop, Illustrator, and InDesign. Recently, I have been commissioned for logo and branding work including collateral, web design and content management, enamel pin design and manufacturer communication, t-shirt design for screenprinting, and retail display design, to name a few.

Chapel Hill Comics + Chapel Hill, NC + September 2015 - Present

+ **Assistant Manager**

As Assistant Manager at Chapel Hill Comics, my managerial responsibilities include:

- Inventory management, reorders, and weekly orders.
- Comprehensive knowledge of in-store and upcoming products.

Kalisher + Carrboro, NC + March 2014 - August 2015

+ **Creative Development Manager**

I began at Kalisher as a Creative Associate and was quickly promoted to Creative Development Manager, where 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 - August 2013

+ **Intern** - Graphic Artist, Production Assistant, Web Content Manager

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.

Skills

Photoshop CC	Expert	Very strong work ethic
InDesign CC	Highly Proficient	Keen attention to detail and passion for efficiency
Illustrator CC	Highly Proficient	Quick to learn new software and workflows
Bridge CC	Proficient	Strong ability to give and receive constructive design critique
Wordpress	Proficient	Ability to train and supervise in workflow and software
HTML/CSS	Proficient	Affinity for workflow design and optimization
Windows/Mac	Highly Proficient	Strong client and cross-departmental communication skills
<i>Quickly learning Javascript, Ruby, and Pug.js</i>		Brand development experience

Education

Rensselaer Polytechnic Institute (RPI) + Troy, New York + August 2011 - December 2013

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

Honors: Dean's List + Rensselaer Leadership Award + Rensselaer Grant

Boston University (BU) + Boston, Massachusetts + August 2010 - May 2011

+ Accepted into Bachelor of Science program as Neuroscience major.

Honors: Dean's List

AIGA member since May 2015 – currently a member of Upstate New York chapter