

# Alyson Lukk Herzog

SENIOR DESIGNER & HAND LETTERER



ALYSONHERZOGDESIGN.COM



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## Skills

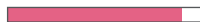






### DESIGN PROJECTS

WordPress Site Design, Upkeep, Trainings  
Promotional Product Design and Packaging  
E-Blast Design and Management  
Web Advertisements  
Magazine Spreads      Brochure Layouts  
Annual Reports          Logo Work  
Hand Lettering          Social Media Design

### LEADERSHIP

Coordinate Print Jobs with Vendors  
Manage Social Media  
Conduct Photoshoots  
Prepare Proposals      Manage Time Lines

### TECHNICAL

Adobe  
Illustrator   
InDesign   
Photoshop   
After Effects   
Wordpress  
Front End Design   
Maintaince/Upkeep   
Hootsuite 

## Other

### HOBBIES & INTERESTS

Hand Lettering      Calligraphy  
Illustration          Motion Graphics  
Package Design      Digital Painting  
Photography          Live Music  
Reading                Food Food Food

### TIDBITS & BRAGGING RIGHTS

AMA Crystal Awards 2018  
(2x Finalist, 1x Winner)  
33rd Annual Educational Advertising  
Awards 2018 (2x Merit Winner)  
AIGA Design Loop Mentor Program 2015  
PIGC Awards 2014 & 2015  
(Design Finalist)  
AIGA Houston Chapter Member  
2013-Present  
TAMU AIGA Officer 2012-2013  
DECA International Competitor  
2009-Ad Campaign

## Experience

### BULLPEN MARKETING // Creative Director // January 2020-Present

#### // Designer, Senior Design Manager // December 2015-January 2020

From initial concept design to production and delivery, I enthusiastically execute marketing projects with passion, imagination, and grit. As a designer, I thrive on collaborating with my team to create innovative and remarkable designs that elevate a client's brand and exceed their expectations. A fast-paced environment is where I shine as a creative problem solver and as a lover of organized, color-coded planners. As a manager and Creative Director, I believe it is my role to be a mentor for my team to ensure our departmental growth. It is equally as important, as a leader, to maintain the team's accountability and produce efficient, flawless work.

### PAPER SOURCE // Hand Lettering Instructor // 2016-Present

After submitting samples of my hand lettering to the corporate office, I was offered a position to teach hand lettering classes twice a month with availability for private lessons. This experience gave me a platform to perfect my ability to communicate clearly, effectively, and positively which I have carried over into current client relationships.

### ALLIANCE GRAPHICS & PRINTING // Graphic Designer // 2013-2015

I was responsible for converting artwork to print ready files to send to various presses. This experience taught me how to "get it right the first time" while working under pressure and deadlines. I also did design work and typesetting for clients that did not have in-house designers or a preferred agency which allowed me to gain experience with a diverse range of industries.

### DESIGN WORKS STUDIO // Graphic Design Intern // January 2012-May 2012

Throughout this internship, I assisted in roles such as, but not limited to, creative, production, proofing, requesting estimates, creating physical mock ups, attending and leading press checks, interviewing new designers, and managing social media.

## Education

### TEXAS A&M UNIVERSITY // Bachelor of Science-Visualization

Focus in Graphic Design, Minor in Art and Architecture History

## References

CLARE KAFOGLIS // Brand Specialist // Bullpen Marketing // 713.397.9359

LAURIE SEEGER // Client // 281.914.8906

SUZI SENNA // Creative Director (2008-2016) // Bullpen Marketing // 281.888.4690