

Alyson Lukk Herzog

SENIOR DESIGNER & HAND LETTERER



ALYSONHERZOGDESIGN.COM



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Skills

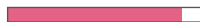






DESIGN PROJECTS

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 
Maintenance/Upkeep 
Hootsuite 

Other

HOBBIES & INTERESTS

Hand Lettering Travel
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
Girl Scout Gold Award Recipient 2009

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 // 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

KATHERINE SMITH // Marketing Manager // Bullpen Marketing // 979.221.4791

LAURIE SEEGER // Client // 281.914.8906

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

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design