Alyson Lukk Herzog

PRODUCTION & SENIOR DESIGNER

ALYSONHERZOGDESIGN.COM
346.280.2750
ALYSONHERZOG13@GMAIL.COM

Experience

CHEVRON // Production Designer // 2022, 2025

I executed, revised and updated established creative, repurposed existing designs and artwork for new uses, and prepared production-ready files on a day-to-day basis. I provided support for art directors and designers while meeting deadlines on various projects, and I worked with vendors to ensure impeccable final production.

BULLPEN MARKETING // Designer, Creative Director, Freelancer // 2015-2025

From initial concept design to production and delivery, I enthusiastically executed 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. Although Bullpen is a full-service marketing agency, it is here that I was introduced into the world of merchandising, apparel, and package design and honed that expertise.

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

I was responsible for converting artwork to print ready files to send to various presses along with design work for clients in a diverse range of industries. This experience taught me how to "get it right the first time" while working under pressure and deadlines.

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

TOMMY CHAN // Senior Art Director // Chevron // 415.994.0990
CLARE FRATES // Account Manager // Bullpen Marketing // 713.397.9359
COLIN HAGENEY // Owner, President // Bullpen Marketing // 281.685.1148

Alyson Herzog design

Skills

DESIGN PROJECTS

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

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

Other

HOBBIES & INTERESTS

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

TIDBITS & BRAGGING RIGHTS

- AIGA Design Loop Mentor Program 2015
- AIGA Houston Chapter Member 2013-Present
- AMA Crystal Awards (2x Finalist, 1x Winner)
- Annual Educational Advertising Awards (2x Merit Winner)
- DECA International Competitor (Ad Campaign Category)
- Girl Scout Gold Award Recipient
- PIGC Awards (Design Finalist)
- Texas A&M AIGA Officer