

# TAYLOR ALVARADO

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I am a graphic designer and marketing professional that is driven and genuine in anything I pursue. I like to learn new skills and work with others. I believe collaboration brings out the best in people and design. I am constantly in design mode and exploring various artforms from ceramics to photography.

## EXPERIENCE

### GROUP M, NY

#### MARKETING DESIGN MANAGER | SEPT 2023 - PRESENT

- Designed brand style guide and design system.
- Created infographics, videos, and pitch presentations for clients including Nestlé, Adobe, and Tiffany.
- Copywriter on all marketing messaging.

#### MARKETING DESIGN ASSOCIATE | OCT 2021 - AUG 2023

- Content creator for all product marketing material including global newsletters, press releases, and presentations.
- Case study writer for high-performing Ad campaigns.
- Hosted and presented monthly product showcases.

### XAXIS, NY

#### USER EXPERIENCE INTERN | JUN - AUG 2021

- Redesigned and prototyped a Help Center user interface.
- Developed exportable data visualization widgets.
- Designed brand and logo library.

### WORTENDYKE STUDIO, NJ

#### USER EXPERIENCE DESIGNER | MAR - JUNE 2021

- Redesigned and launched a responsive website with payment and scheduling capabilities.
- Built a brand identity, design system, and style guide.

### THE AGENCY, CT

#### DESIGNER | AUG- DEC 2019

- Designed packaging, brand identity, and social content for clients including Field Trip Snacks, Deep River Snacks, and The Westport Library.

### DARWIN M.D. , CT

#### DESIGNER | MAR - SEP 2019

- Created graphics and animations for YouTube series.
- Video creator and editor.
- Designed brand logo and identifiers.

## EDUCATION

Quinnipiac University, Hamden, CT  
BA, Graphic Interactive Design  
December 2020

Graduated Magna Cum Laude  
Lambda Pi Eta Honor Society  
Dean's List

## SOFTWARE

Illustrator, InDesign, Photoshop, AfterEffects, Microsoft 365, Blender, Procreate, Canva, Bridge, XD, Invision, Figma, Sketch, Keynote, Mailchimp, Hubspot, Miro, Aha, Productboard, Confluence, Smartsheet, OmniGraffle

## SKILLS

End to End Campaign Development, Social Media Content Creation, Art Direction, Videography, Photography, Typography, Iconography, Illustration, Infographics, Pitch Decks, Public Speaking, Storytelling, Copywriting, Content Planning, UX/UI Design, Prototyping, Market Research

## OTHER GOOD STUFF

Creative Market Ambassador | 2023  
RedBull Racing Livery Competition | 2023  
The Rockefeller Center Flag Project | 2023  
She Runs It, Mentee | 2023  
Event Photographer | 2023  
WPP Next Gen Leadership Program | 2022  
Xaxis Sponsorship, Sponsee | 2022  
Bold A Ceramics, Founder | 2021  
Bateman Competition 2019

... **AND ROOM  
FOR MORE**