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 AlmaCreative.com

# ALMA MORALES

SENIOR CREATIVE AND VISUAL LEADER IN MULTIMEDIA DESIGN

## EXPERIENCE OVERVIEW

With over 12 years of experience in visual and web design, Alma Morales is known for her creativity and unique design approach. Proficient in web design, graphic design, typography, and illustration, she demonstrates resourcefulness and efficiency in her work. Alma's diverse skill set and knowledge of mixed mediums contribute to her self-sufficiency, increasing productivity and ensuring clients receive unique and professional results.

Alma's distinguished service in the United States Marine Corps reflects her dedication, exceptional management skills, and ability to excel in high-pressure environments. Since joining ICF in 2019 as a Senior Web and Graphic Designer, she has contributed her expertise to projects for clients such as DHS, CISA, SAMHSA, ONDCP, CDC, NIH, HHS, FDIC, PEPFAR, NCCORR, BGE, and PHI, among others.

## EXPERIENCE

### ICF NEXT

*Senior Web & Graphic Design Lead / Jul 2019 - Present*

- Spearheaded the establishment of the graphic design team within the cybersecurity sector, successfully leading and managing workflows to ensure project success.
- Initiated and developed the brand identity for JCDC (CISA) from the ground up, ensuring a cohesive and consistent visual representation across all channels.
- Led the planning and execution of strategic design initiatives aligned with cybersecurity industry standards, collaborating seamlessly with cross-functional teams.
- Demonstrated proficiency in graphic and web design, creating visually compelling assets tailored to the unique requirements of the cybersecurity industry.
- Implemented rigorous quality assurance processes to guarantee the accuracy and security of design elements within the cybersecurity context, cultivating a culture of continuous improvement.

### TRAVEL LEADERS NETWORK

*Graphic Design Manager / Sept 2014 - July 2019*

- Conceptualized and crafted marketing campaign proposals for prestigious clients, generating over \$4 million in revenue.
- Led and mentored designers in HTML/CSS coding, Wordpress, and print design, fostering a skilled team.
- Collaborated with a team to deliver high-quality multi-brand products within challenging deadlines.
- Attended client meetings to understand brands and goals, producing design material that exceeded expectations.
- Led development of partner websites with interactive elements, including notable clients such as Celebrity Cruises and Royal Caribbean.

### CONQUER SCIENTIFIC

*Graphic Designer / Apr 2013 - May 2014*

- Managed the development of Chromatography Parts, including brand creation, policy establishment, and graphic design supervision.
- Designed the brand's logo, website, and marketing materials, and photographed products for online platforms.
- Collaborated with the CEO on pricing, advertising, and marketing strategies.
- Managed accounts, secured orders, and surpassed sales goals, contributing to business growth.
- Designed conference displays and promoted the company through social media.

### TRAVIS MANION FOUNDATION

*Graphic Designer Intern / Jan 2013 - May 2013*

- Created marketing and informational materials highlighting TMF programs and impact through the company's website, print/ad materials, and social media. Constructed concept and design for mailers, newsletters, event materials, and briefs distributed to supporters, donors, key international actors, NGOs, and government officials.
- Co-managed brand development and management, print, and web-based design, working with Personal Branding company DYME Branding and Vapor Studio Creative Agency on branding and agency work, including the development and creation of smart, strategic, conceptual ideas across all platforms, such as brand identity, print, and digital.

### UNITED STATES MARINE CORPS

*Office Manager (Sergeant) / Oct 2005 - Oct 2009*

- Produced and supervised the submission of daily accountability reports for 15,000 Marines, managed over 200 Personnel Casualty Reports and Serious Incident Reports, and verified correct data.
- Maintained and updated files, inventory, mail, and database systems, and created a database that processed and tracked administrative correspondence and requests, increasing productivity by 55 percent.
- Initiated and briefed daily administrative briefs detailing the activity of over 4,000 Marines while deployed to Iraq.

## SKILLS

### DESIGN

- Photoshop
- InDesign
- Dreamweaver
- Illustrator
- Typography

### TECHNICAL

- 508 Compliance
- SharePoint
- Responsive Design
- HTML / CSS
- SharePoint / WordPress
- InVision / Abstract
- Figma / Sketch
- Jira

### PROCESS

- Sketching
- Storyboarding
- Wireframing
- Prototyping

### LANGUAGES

- Spanish
- English

## EDUCATION

### UNIVERSITY OF PHOENIX

*MBA - Emphasis in Marketing*  
2015 · GPA: 3.19

### SAN DIEGO STATE UNIVERSITY

*BA - Applied Arts and Science*  
*Art Major: Emphasis in Multimedia*  
2012 · GPA: 3.43

## CONNECT

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