



ALMA MORALES

SENIOR GRAPHIC DESIGNER | ART DIRECTOR | CREATIVE STRATEGIST

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AlmaCreative.com

(703) 677-0725

OVERVIEW

Creative leader, multidisciplinary designer, and U.S. Marine Corps veteran with 12+ years of experience delivering strategic, high-impact design across government, corporate, and nonprofit sectors. Skilled in building brands, leading teams, and translating complex ideas into clear, compelling visuals.

At ICF Next, I lead a specialized cybersecurity design team, driving national campaigns and shaping federal branding efforts. My background spans award-winning work in the travel industry, successful e-commerce launches, and creative leadership rooted in adaptability, mentorship, and a commitment to excellence.

KEY SKILLS

- Graphic Design and Visual Storytelling: Expert in crafting high-impact visuals for web, print, motion, and social, tailored to federal, corporate, and campaign needs.
- Design and UX/UI: Responsive Design · Typography · Storyboarding · Wireframing · Prototyping · 508 Compliance
- Tools and Platforms: Adobe Creative Suite · Figma · Sketch · InVision · Abstract · SharePoint · WordPress
- Development and Collaboration: HTML/CSS · Jira · Trello · Creative Direction · Team Leadership · Cross-functional Collaboration

EXPERIENCE

ICF NEXT · Senior Web & Graphic Design Lead | Jul 2019 - Present

- Led the creation and growth of a dedicated cybersecurity design team, establishing efficient workflows, mentoring designers, and maintaining 100% client satisfaction while consistently delivering high-impact creative solutions for high-profile federal clients.
- Developed and launched the full brand identity for a cybersecurity government agency, now a cornerstone of the client's public image across government and private sectors, recognized for its cohesive, mission-aligned visual strategy.
- Directed cross-channel creative campaigns, including branding, motion graphics, web design, and social media, most notably a campaign that achieved 113K+ impressions, 11.8M+ reach, and drove 21,915 page views to the campaign site.
- Collaborated closely with cross-functional teams and clients, aligning visual concepts with messaging, UX strategy, and cybersecurity objectives while also guiding creative planning and contributing to long-term strategic roadmaps.
- Applied expert-level skills in Adobe Creative Suite to deliver cohesive visuals across digital and print platforms; fostered a culture of innovation through ideation sessions and continuous team development in motion graphics and design strategy.
- Recognized with the ICF Innovators of the Year 2023 Award for creative leadership, innovation, and strategic impact, demonstrating a strong ability to drive visual excellence and elevate cybersecurity communications at a national level.

TRAVEL LEADERS NETWORK · Graphic Design Manager | Sept 2014 - Jul 2019

- Led and executed multimillion-dollar marketing campaigns for high-profile clients, including Royal Caribbean, Universal Studios, Celebrity Cruises, AmaWaterways, and Tourism Australia, generating over \$4 million in marketing revenue.
- Directed and mentored a cross-functional design team, providing art direction and training in HTML/CSS, WordPress, and print design, fostering a collaborative studio culture and upskilling print designers through in-house digital workshops.
- Served as a key client liaison, attending in-person and virtual meetings to align creative strategy with brand goals, budget, and audience needs, delivering tailored marketing materials that exceeded expectations.
- Designed and developed 8+ interactive websites for major travel industry partners, including Celebrity Cruises and Royal Caribbean, enhancing user experience and reinforcing brand identity through wireframing and prototyping.
- Created responsive B2B and B2C email campaigns using HTML5 and inline CSS, reaching over 100,000 daily consumers and supporting cross-channel marketing strategies.
- Selected to lead the full digital redesign of Nexion's web presence, earning a Silver Travvy Award for Best Host Agency Website and being honored as Employee of the Quarter for outstanding leadership and innovation.



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EXPERIENCE *(CONTINUES)*

CONQUER SCIENTIFIC · *Graphic Designer* | Apr 2013 - May 2014

- Led the development and launch of Chromatography Parts, a new subsidiary brand creating its visual identity (logo, website, marketing materials), establishing company policies, and managing promotional efforts across eBay, LabX, and social media platforms.
- Collaborated closely with the CEO on pricing, advertising strategy, and marketing innovation while managing accounts, securing new business, and surpassing marketplace sales goals to drive measurable growth.
- Directed and mentored a team of graphic designers, overseeing the creation of email campaigns, brochures, and digital content; also contributed hands-on by photographing products, designing conference displays, and representing the brand at PITTCON 2014 to expand global customer engagement.

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.

EDUCATION

- BA - Applied Arts and Sciences, Art major: Emphasis in Multi-media · San Diego State University, 2012
- Master of Business Administration (M.B.A.), Emphasis in Marketing · University of Phoenix, 2015

AWARDS / RECOGNITIONS

- 2023 Innovator of the Year Award – ICF Next Gov · 2019 HEARS Annual Awards \ Teamwork in Action – ICF Next Gov
- 2016 Q2 – Employee of the Quarter Award – Travel Leaders Network · 2016 – Silver Travvy Award for Best Host Agency Website
- Navy and Marine Corps Achievement Medal (x2) · “Marine of the Quarter” for accomplishments while deployed to Iraq
Good Conduct Medal · National Defense Service Medal · Sea Service Deployment Medal · Operation Iraqi Freedom Medal
Global War on Terrorism Medal

ONLINE PORTFOLIO

- AlmaCreative.com · References available upon request.



<https://www.linkedin.com/in/alma-morales/>