GERALD ALFIERI

GRAPHIC DESIGNER ▪ ILLUSTRATOR

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TECHNICAL SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe After Effects

Microsoft Word

Microsoft PowerPoint

Microsoft Excel

AEM

EDUCATION

Keene State College

BA Graphic Design 2018

Minor in Studio Art

GPA 3.6

AWARDS/VOLUNTEERISM

EAGLE SCOUT
BOY SCOUTS OF AMERICA

BIG BROTHERS BIG SISTERS

PET RESCUE

EXPERIENCE

FOOT LOCKER INC. CORPORATE HEADQUARTERS NYC
Visual Merchandising Graphic Designer
NY, NY (Nov. 2019-Present)

- Design lead for 40+ annual projects from concept to execution including in-store marketing, store window creatives, 2D and 3D displays, brand events, and vendor collaboration campaigns
- Build and maintain files for print, quality control, and production
- Use of typography, visual hierarchy, color theory, and design principals
- Collaborate, take direction from multiple leads, and consistently meet deadlines
- Present ideas and innovative concepts such as modernizing women's collection store spaces, and brand activation spaces for top vendors including Nike, Adidas, and Jordan
- Communicate with clarity and efficiency
- Research and maintain abreast of current design practices, new technologies, and trends in online design
- Present ideas and concepts to all level of management including C level

SPACE ▪ Graphic Designer, NY, NY (Aug. 2018-Oct. 2019)

- Created multimedia graphics for a marketing platform that allowed real estate agents to enhance their online presence
- Conceptualized and designed a digital directory for use by real estate agents and companies
- Created web optimized assets for weekly marketing campaigns

KEENE STATE COLLEGE MARKETING AND COMMUNICATIONS
Graphic Design Intern, Keene, NH (Jan-May. 2018)

- Developed content and layouts for a variety of print and digital material
- Collaborated with Marketing Director and vendors to ensure project goals and deadlines were met
- Skilled multi-tasker who prioritized project deadlines