Ali Lifton

ALIFTON423@GMAIL.COM | 516.426.9055
WWW.ALEXANDRALIFTON.COM
WWW.LINKEDIN.COM/IN/ALIFTON

SELECT SKILLS

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe Bridge
- Adobe Dreamweaver
- Microsoft Word
- Microsoft Excel
- Microsoft Powerpoint
- Microsoft Publisher
- Beginner HTML/CSS
- Mac/PC
- Many Social Media Platforms

BOSTON UNIVERSITY 2014

College of Communication
Bachelor of Science in Communication

ABL DESIGN GROUP

Since January 2015, I have worked on many on-going projects as well as some short-term projects and some off-site freelance work as well. My freelance work has given me a chance to spread my creativity over many different brands and fields.

I have had the chance to design both digital and print work. Including illustrations, logo design, wedding sign in boards, app icon design, Snapchat geo filters, invitations, web banners, evites, fliers, website wireframes, print ads, postcards, business cards, Facebook ads more. I have learned the ability to manage time and projects wisely.

Some of my clients include: Ann Inc., Bloomingdales, Lacoste, Warren Tricomi, Epicured, NYY Steak, 4Brand Concepts, Breezemont Day Camp, KPR, Which Looks Better?, Designs By Donna, Miriam's Kitchen, Iconic Focus, Foreverview Farms, and more.

Worth LTD.

Senior Graphic Designer (for both Worth New York & W By Worth)
AUG 2018–PRESENT

- Report directly to the CMO
- Design social ads and any other social images needed
  - Facebook: Ads, cover photos, posts (marketing requests and event posts)
  - Instagram: Stories, posts, event invites
  - Youtube: Header Banners
  - Linkedin: Header Banners
- Designed:
  - Digital: Emails (Sale, retail outlets, weekly, ambassador, email marketing templates for stylists, event invites), Google Ads, Website Banners, Invitations (internal and external), Email Banners, Website Thumbnails, Directories for stylists
  - Print: Post Cards, Invitations (internal and external), Gift Cards/Vouchers/ Gift Certificates, In-store Signage, Self-Mailers, Posters, Trunk Show Signage
  - All Collateral Needed
- Laid Out: Floor Sets, Hang Tags, Clothing Order, Emails, Custom Brochure Backs, Seasonal Look Lists (for shoots and stylists of outfits for each look), Model decks for shoots
- Resizing and minor retouching (changing some colors, minor clean up of images and lighting)
- Participated in marketing brainstorming and sale suggestions
- Social Media
  - Ran the W by Worth Instagram and Facebook account
  - Rand the Worth New York Instagam and Facebook account

Tommy Hilfiger

Freelance Graphic Designer
NOV 2017–JAN 2018

- Designed print collateral for in-store visual training.
- Built visual guides for new store openings.
- Photographed apparel to be used for training guides.
- Resized, recolored, silhouetted, and retouched images in Photoshop.
- Used Illustrator to create infographic elements.
- Use Indesign to create image contact sheets, store training guides, infographic brochures and visual concepts.
- Brainstormed and researched ways to create great visuals for company collateral.

Vineyard Vines

Freelance Graphic Designer (joined custom team in May 2017)
MAR 2015–OCT 2017

- Drew custom icons and used logos to create custom designs for clients.
  - These items included creating tote bags, ties, scarves, apparel, makeup bags, pocket squares, and more.
- Created merchandise to be sent out for production and custom items to be sold via the NFL, MLB, NBA, NHL, collegiate bookstores, company stores, and used at custom events.
- Created seasonal lookbooks for Men's, Women's, Kid's, and Pet fashion.
- Designed and Illustrated both print and digital assets.
  - Items included direct mail, emails, gift cards, advertisements, seasonal whale stickers, coloring book pages, Snapchat filters and Snapchat QR codes.
- Created promotional material for events such as the Kentucky Derby and more.
- Learned the importance of brand voice

Big Appled

Graphic Designer
SEPT 2014–JAN 2015

- Used Adobe Creative Suite on a daily basis.
- Designed: Facebook fliers, cover photos, profile pictures, ads, newsletter templates, website popups, website wireframe layouts, infographics, media kit, and any images needed for the website.
- Redesigned the company logo.

Manhattan Media

Graphic Designer (promoted from Sales & Marketing Intern)
JULY 2014–OCT 2014

- Created email invitations with Adobe Creative Suite.
- Designed advertisement material for *Avenue Magazine*.
- Edited document layouts, business cards, Media kits.
- Used Microsoft Excel to update databases and create spreadsheets to measure market shares.

Boston University PR Lab

Account Executive for BUPD
SPRING 2014

- Managed Boston University Police Department's social media accounts (Facebook, Twitter & Instagram)
- Designed and distributed promotional material while orchestrating events for the department.
- Strengthened department and student interaction.

Boston University Ad Lab

Art Director
FALL 2013–SPRING 2014

- Designed labels for a cookie company's packaging while working closely with a copywriter and web designer.
- Developed a wireframe website layout for a financial company as well as a logo, brochure and print ads.
- Worked closely in a team-oriented environment.