



exotikidesigns@gmail.com
646-617-8109

Alice Curiel

Creative Designer

EDUCATION

The City College of New York

BFA in Electronic Design & Multimedia

Magna Cum Laude

CREATIVE FIELDS

Branding & Identity Design

Logo Design

Layout Design (Print & Digital)

Typography

Color Theory

Packaging Design

UI Design

Art Direction

Concept Development

TOOLBOX

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe After Effects

Adobe Premiere Pro

Adobe Lightroom

Microsoft Office

Figma

ADDITIONAL SKILLS

WordPress

HTML/CSS

Responsive Design

Social Media Graphics

Email Marketing Design

Digital Ads

Professional & Interpersonal Skills

Strong Visual Communication

Creative Problem Solving

Attention to Detail

Time Management

Client Communication

Receptive to Feedback

Team Player

Multitasking

Self-Motivated & Proactive

Meeting Tight Deadlines

Fluent in Spanish & Greek

Hush Tech | 2024-Present

Full Time, Creative Lead & Director

- Lead the brand redesign for the WAVE medical device. Including development of a new visual identity, packaging, product inserts (IFU), and a cohesive social media presence.
- Oversee the design and user experience of the company website to align with the new branding and improve customer engagement.
- Create all creative assets for trade shows, including banners, brochures, and branded outreach materials to support marketing and sales efforts.
- Manage end-to-end brand consistency across digital, print, video production and event platforms, ensuring a unified and professional market presence.
- Act as a hands-on designer when needed, to create, revise, or finalize assets.

Quest Technologies | 2019-2023

Full Time, Creative Lead

- Design websites with a strong emphasis on functionality, intuitive navigation, and responsive performance across devices.
- Develop brand identities, including logos, visual assets, and collateral materials for both print and digital media.
- Shoot, edit, and optimize photos for client websites, marketing campaigns, and social media channels.
- Create and manage social media accounts, including content creation, scheduling, engagement, and performance tracking.
- Create and deploy targeted email marketing campaigns.
- Design promotional materials for client's in both print and digital.
- Ensure cohesive brand messaging and visual consistency across all platforms and projects. Collaborate with clients to bring creative concepts to life from idea to execution.

Hostos Community College | 2017-2019

Full Time, Web Communications Coordinator

- Designing promotional content for events both print & digital.
- Creating and deploying targeted marketing campaigns.
- Executing email marketing strategies, including list segmentation, copywriting, and visual design.
- Managing and scheduling email blasts using Constant Contact.
- Ensuring brand consistency across all promotional materials and campaign assets.

Hostos Art Center | 2015-2019

Freelance, Web Designer

- Creating promotional content for events both print and digital.
- Updating the center's website using HTML & CSS.