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# 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.