

Alyson Lukk Herzog

Hand Letterer & Graphic Designer

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Experience

Bullpen Marketing // Graphic Designer // December 2015-December 2018
// Design Manager // December 2018 - Present

At Bullpen, my responsibilities include a bit of everything from client and team management to design. I execute marketing projects from initial concept through the design phase and production. Design projects include magazine spreads and brochure layouts, annual reports and other printed pieces, logo work, hand lettering, WordPress site design and upkeep, e-blasts, web advertisement design, and promotional product design and packaging. I also conduct photoshoots, prepare project proposals, manage time lines, and coordinate print jobs with vendors.

Paper Source // Hand Lettering Instructor // May 2016-Present

Hand Lettering samples were submitted to Paper Source corporate, and I was approved to teach hand lettering classes. On average I teach 2 classes per month and am available for private classes. Students learn the basics of lettering and leave classes with workbooks and projects they've created using skills learned.

Alliance Graphics & Printing // Graphic Designer // July 2013-October 2015

Responsibilities included converting artwork to print ready before being sent to one of several presses. I did design work and typesetting for companies that didn't have in house designers or agencies.

Design Works Studio // Graphic Design Intern // January 2012-May 2012

Throughout this internship, I assisted in roles such as, but not limited to, creative, production, proofing, requesting estimates, making mock ups, attending and leading press checks, interviewing new designers, and managing their social media.

Skills

Adobe Suite // Illustrator // InDesign // Photoshop // After Effects // Muse

Wordpress // Design // Maintaining and Upkeep

Microsoft Office // Word // Excel // PowerPoint

Self Educating // After Effects // WordPress

Mac // PC

Education

Texas A&M University // Bachelor of Science-Visualization

Focus in Graphic Design, Minor in Art and Architecture History

References

Lindsey Bowsher // Creative Director (2016-2017) // Bullpen Marketing // 713.889.9489

Suzi Senna // Creative Director (2008-2016) // Bullpen Marketing // 281.888.4690

Eddie Caballero // Project Manager // Alliance Graphics & Printing // 832.693.3071

Other

Hobbies and Interests // Hand Lettering // Illustration // Motion Graphics // Calligraphy

Package Design // Digital Painting // Photography // Live Music // Reading // Food Food Food

Tidbits and Bragging Rights // AMA Crystal Award 2x Finalist 2018 (1x Winner) // 33rd Annual Educational

Advertising Awards 2x Merit Winner 2018 // AIGA Design Loop Mentor Program 2015 (Mentee) //

Design Finalist PIGC Awards 2014 & 2015 // AIGA Houston Chapter Member 2013-present //

TAMU AIGA Officer 2012-2013 // DECA International Competitor 2009-Ad Campaign

