

# Alyson Lukk Herzog

Hand Letterer & Graphic Designer

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## Experience

### **Bullpen Marketing // Graphic Designer // December 2015-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.

### **The Factory at Northgate // Leasing Consultant & Manager // May 2010-May 2013**

I handled the approval process of applicants, managed office operations including client account and financial records, and managed and trained a team of leasing agents between two real estate properties.

### **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 // Muse // 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 // 33rd Annual Educational Advertising Awards 2x Merit Winner 2018 // AIGA Design Loop Mentor Program 2015 // Design Finalist PIGC Awards 2014 & 2015 AIGA Houston Chapter Member 2013-present // TAMU AIGA Officer 2012-2013 // DECA International Competitor 2009-Ad Campaign**

