

ROBERT ALONSO

alonsorobert66@gmail.com

www.robotalonsodesign.com

Montebello, CA

Profile

Creative graphic designer that specializes in branding and identity design. Adept at conducting market research and producing design assets that maintain brand consistency. Able to work in a collaborative, team-oriented environment.

Education

B.A. in Graphic Design

California State University,
Los Angeles

2020 - 2024

Technical Skills

Illustrator

InDesign

Xd

Photoshop

Strengths

Organization

Flexibility

Vector Illustration

Market Research

Project Management

Experience

Graphic Designer

October - November 2024

Logo and Signage for Shop (Personal Project)

Conducted research on demographics and competitors to discover insights that can be used in the design approach

Designed a custom logo and graphics for exterior windows and A-frame sign

Graphic Designer

February - April 2023

Day of the Dead Event Branding (Personal Project)

Created a custom logo and developed marketing materials such as business cards, stationery, streetbanners, and the event website's front page using Adobe Creative Suite

Provided mockups for all the designs created for the event