

TAYLOR ALVARADO

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Design and marketing professional passionate about collaborative creative solutions. I thrive in team environments where I can learn and contribute to a shared vision, believing that collaboration unlocks the best design. Outside of client work, I explore diverse art forms like ceramics, film, and creative event planning.

EXPERIENCE

GROUP M, NY

MARKETING DESIGN MANAGER | SEPT 2023 - PRESENT

- Content creator for all product marketing material including global newsletters, press releases, and presentations.
- Case study writer for high-performing cross-channel advertising campaigns.
- Created infographics, videos, and pitch presentations for clients including Unilever, Nestlé, Adobe, L'Oréal, Audible, Ford, Tiffany etc.

MARKETING DESIGN ASSOCIATE | OCT 2021 - AUG 2023

- Designed brand style guide and design system.
- Copywriter on all marketing messaging.
- Hosted and presented monthly product showcases.

BOLD A CERAMICS, NJ

FOUNDER & SOCIAL MEDIA MANAGER | JAN 2022 - PRESENT

- Social media strategy and content creation across multiple platforms, driving brand growth and engagement.
- Cultivate and maintain relationships with other small businesses for wholesale partnerships and collaborative projects.
- Manage custom commission requests and client communication, translating client visions into unique ceramic pieces.

XAXIS, NY

USER EXPERIENCE INTERN | JUN - AUG 2021

- Redesigned and prototyped a Help Center user interface.
- Developed exportable data visualization widgets.
- Designed brand and logo library.

WORTENDYKE STUDIO, NJ

USER EXPERIENCE DESIGNER | MAR - JUNE 2021

- Redesigned and launched a responsive website with payment and scheduling capabilities.
- Built a brand identity, design system, and style guide.

THE AGENCY, CT

DESIGNER | AUG- DEC 2019

- Designed packaging, brand identities, and social media content for clients including Field Trip Snacks, Deep River Snacks, and The Westport Library.

DARWIN M.D. , CT

DESIGNER | MAR - SEP 2019

- Created graphics and animations for a YouTube series.
- Produced and edited video content.
- Designed brand logo and identifiers.

SOFTWARE

Illustrator, InDesign, Photoshop, AfterEffects, Premiere, Lightroom, Firefly, ChatGPT, Midjourney, Microsoft 365, Blender, Procreate, Canva, Bridge, XD, Invision, Figma, Sketch, Keynote, Mailchimp, Hootsuite, Hubspot, Miro, Aha, Productboard, Jira, Confluence, Smartsheet, OmniGraffle

SKILLS

End to End Campaign Development, Social Media Content Creation, Art Direction, Videography, Photography, Typography, Iconography, Illustration, Infographics, Pitch Decks, Case Study Writing, Public Speaking, Storytelling, Copywriting, Content Planning, UX/UI Design, Prototyping, Market Research, Competitive Analysis

EDUCATION

Quinnipiac University, Hamden, CT
BA, Graphic Interactive Design
December 2020

Graduated Magna Cum Laude
Lambda Pi Eta Honor Society
Dean's List

OTHER GOOD STUFF

F.Y.EYE Nonprofit Co-Lab | 2024
Creative Market Ambassador | 2024
RedBull Racing Livery Design Competition | 2023
The Rockefeller Center Flag Project | 2023
She Runs It, Mentee | 2023
Event Photographer | 2023
WPP Next Gen Leadership Program | 2022
Xaxis Sponsorship, Sponsee | 2022
Bold A Ceramics, Founder | 2022
Bateman Competition 2019