

Alaina Klaus

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EDUCATION

Scuola Politecnica di Design

Master of Visual Design

Milan, Italy / Sept 2016 – Dec 2017

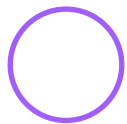
Salisbury University

B.F.A. Graphic Design

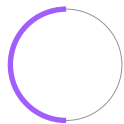
Minor in Marketing Management

Salisbury, MD / Aug 2011 – Dec 2014

LANGUAGES



English



Italian



Spanish

TOOLS / SKILLS

Illustrator

Photoshop

InDesign

Xd

Wordpress

InVision

Interaction design

Prototyping

Concepting

Branding

Wireframing

Mentoring

Project management

RELATED EXPERIENCE

Visual Designer

Flip You App | Milan, Italy

May 2018 – Dec 2019

- Acts as brand steward across marketing materials
- Design and present all UX deliverables through wireframe, customer journey, to prototypes for multiple releases of a social networking application (OpenBar)
- Design, build, and manage OpenBar website through Wordpress
- Own design and process of video/animation development with third-parties
- Identify key opportunities of acquiring partners of the OpenBar network
- Mentor and manage intern responsibilities

Visual Designer

Reverse Innovation | Milan, Italy

Sept 2017 – Apr 2018

- Executed product packaging for various industries from mechanical designs to realistic photoshop mockups (home goods, personal care, food/beverage, and pharmaceutical)
- Built and evolved brand identities for non-profit
- Conducted audit of competitors and identified key gaps to further refine product position in various industries (personal care, non-profit, food/beverage)
- Fully executed concepts for brand identities, business collateral, and websites for brands in various industries mentioned above

Art Director

H4B Catapult | Hamilton, NJ

May 2016 – Oct 2016

- Led concept development, and participated in global market research, and executed chosen concept photoshoots for various markets
- Art directed additional photoshoot for cultural adjustments for disease awareness imagery throughout the global market
- Guided casting process and co-directed branded campaign photoshoot
- Implemented branded campaign into a suite of marketing materials, such as printed and interactive visual aids, brochures, journal ads, and brand guidelines
- Seamlessly collaborated with cross-functional team members throughout project life-cycle from ideation to execution
- Launched branded campaign with drug launch and all associated collateral with team
- Supervised freelancers and facilitated their relationships with the team

Junior Art Director

H4B Catapult | Hamilton, NJ

Mar 2015 – Apr 2016

Internships

Tony Weeg Photography | Salisbury, MD

Sept 2014 – Dec 2014

Zedo, Inc | New York, NY

Jun 2014 – Aug 2014