

CV



alisa burge



logo design  
illustration  
branding

# GRAPHIC DESIGNER

hello@alisaburge.com

## DUTIES & ACHIEVEMENTS

### JOHN LEWIS & PARTNERS London, U.K.

Digital Artworker  
Sep 2022 – Apr 2023

- Created web assets to size and scale
- Ensured artwork was consistent, accurate and followed brand guidelines
- Retouched images to ensure they met web standards using Photoshop and InDesign
- Produced high volumes of digital assets at pace
- Created promotional banners & river pages via Adobe Experience Manager
- Constructed river pages for Apple, Sony and Bosch
- Adapted existing artwork to alternative layouts and into omni-channel formats
- Managed and updated an in-house image library using Adobe Dynamic Media Classic
- Attended company workshops and talks

### AYANA Dorking, U.K.

Freelance Logo Designer  
Aug 2021



- Created a concept mood board to determine client's design intentions
- Held bi-weekly online video meetings to update client on logo design progress
- Hand sketched early drafts using mixed media
- Produced a wide selection of logo mock-ups using Figma
- Discussed logo application on various packaging materials

### ALEXANDER DE CADENET London, U.K.

Digital Marketing Assistant  
July 2014 – Oct 2015

- Developed a digital marketing strategy, increased fan base on Facebook, Twitter and Wikipedia
- Redesigned the artist's website using Photoshop, improving its aesthetics and usability
- Managed website developers to implement the design
- Set up and managed artist's email campaigns using Mailchimp, coordinated and simplified prior system
- Researched and tracked down skull x-rays of renowned historical figures, Albert Einstein and Marilyn Monroe, both of which were later used as part of an exhibition by the artist
- Attended artist events to help promote artwork



PORTFOLIO  
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MOBILE  
Available upon request

# GRAPHIC DESIGNER • ALISA BURGE



From left to right:  
Graphic perspective of Sheraton hotel lobby with Thai style patterned columns;  
Film scene from 'The Hangover 2' displaying the Thai style patterned columns



## NEILSON HAYS LIBRARY & GALLERIES Bangkok, Thailand

Gallery Assistant Volunteer  
May – July 2011

- Oversaw the opening reception for the joint exhibition 'Photographic Impressions' displaying works by three artists. Designed and created posters and leaflets to market event, and arranged equipment and materials for set up
- Designed a concept homepage for the library website
- Discussed tactics with board members on how to increase library membership numbers

## LIVING FILMS 'The Hangover 2' Bangkok, Thailand

Art Team  
Sept – Dec 2010

- Designed a Thai style pattern for the fabric columns and lift doors scene at the Sheraton Hotel in Krabi
- Sketched concept designs for a bar scene in Soi Cowboy
- Drafted the stage elevations and plans for the final film scene

## HAYCOX & ASSOCIATES Bangkok, Thailand

Junior Architect  
Feb – Dec 2009

- Designed the master plan for a country club, India
- Designed the elevations and interior for Kuang Restaurant, Thailand
- Gave office presentations and collaborated in meetings with clients
- Drafted construction plans, elevations and sections
- Put together sample boards

## DESIGN INC Sydney, Australia

Junior Architect  
Oct 2007 – Dec 2008

- Designed floor graphics for the new multi-storey car park at Sydney Airport
- Compiled together site analysis reports
- Gave office presentations and collaborated in meetings with clients
- Drafted construction plans, elevations and sections
- Put together sample boards

## SUMMARY

Over 3 years design experience working in various creative industries

## EDUCATION

THE UNIVERSITY OF LIVERPOOL, U.K.  
BA in Architecture 2006

## ONLINE LEARNING

COURSERA 2020 – 2021  
Fundamentals of Graphic Design  
Introduction to Typography  
Introduction to Imagery

## IT SKILLS

- Photoshop
- InDesign
- Illustrator
- After Effects
- AutoCAD
- Figma
- Powerpoint
- SketchUp
- MailChimp
- AEM site-management
- Drupel site-management

## CREATIVE HOBBIES

Sketching and illustration:



Instagram  
/alisab\_art

## REFEREES

Available upon request



LOCATION  
Woking, UK