

Alicia Spurling



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PetalsandPixel.com

Education & Certifications

Sullivan College of Technology & Design

Associate Degree in Computer Graphic Design

Six Sigma Green Belt: Savings of \$150k annually

Lean Certification: Savings of \$50k annually

Software Skills

Adobe Creative Suite

Microsoft Office

Wordpress

Figma

Cloud

Mail Chimp

Graphic Skills

Print Design

Digital Design

Production Layout Branding

Consulting

Marketing

Customer Service

Time Management

Screen Printing

Layout

Social Media

Photo Editing

Experience

Senior Graphic Designer & Content Developer

Humana • March 2019 - Present

Designed and implemented prototypes for Humana business areas to ensure a seamless member experience. Using strategy for all member personalized information to flow into product design. I work with print vendors, IT, Dialogue coders and Integration SME's to cut down production and print costs for the company. Saving over 30% in overall cycle time to review all designs, and insuring all projects are up to Humana visual brand standards. Over 250 million of my monthly statement designs are sent out yearly.

Production Artist

Humana • June 2016 - Jan. 2017 | March 2019 - Jan 2020

I was solely responsible for producing materials for over 15 Guidance Centers across the country. I introduced Data Merging to the department that cut our production time in half. To this day, Data Merge is still being used. I was hitting extensive deadlines and consulting with business partners and design team. I also supported Medicaid and Medicare related materials for our department from concept to completion.

Lead Graphic Designer/Production Artist

Quantum Communications • Jan. 2017 - March 2019

Under the instruction of creative director, Jim Miller. Meeting deadlines and working with lead copywriter to achieve clients design needs. Working with non-profit organizations and hospitals. Developing branding for businesses and handling production work for all projects.

Lead Graphic Designer/Production Artist

Bluegrass Sportswear Inc. • Nov. 2012 - June 2016

Responsible for creating designs for clients delivered by sales associates. I organized invoices and met extensive deadlines. I designed custom artwork with little to no direction from clients. Separated color from images to make print ready art for screen printing.

Graphic Designer

Job News • June 2011 - Nov. 2012

Designed weekly newspaper for three main cities; Denver, Chicago and Indianapolis. Communicated with print agencies and sales department.

Graphic Designer

Petals&Pixel • 2008 - Present

Louisville, KY freelance graphic assignments and campaigns for:

- Louisville Palace & Mercury Ballroom
- Texas Roadhouse
- Bubba's 33
- Jagers
- Louisville Central Community Center
- Fall City Brewery
- Hectare's
- New Albany Exchange, Brooklyn and the Butcher & The OutCast