

# ALANA

## PAIGE ALANA



GRAPHIC DESIGNER



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ALANAGRAPHS.COM



PAIGE ALANA BOWERMASTER



ALANA.GRAPHICS

## EDUCATION

BFA | GRAPHIC DESIGN

MINOR | ART HISTORY

GRADUATED SUMMA CUM LAUDE

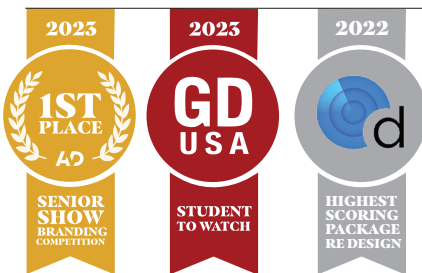
Pennsylvania College of Art & Design  
Lancaster, PA | 2019-2023

CUMULATIVE GPA | 3.9

DEANS LIST RECIPIANT

Fall 2019 | Spring 2020 | Fall 2020 | Spring 2021  
Fall 2021 | Spring 2022 | Fall 2022 | Spring 2023

## AWARDS



## SKILLS

ADOBE CREATIVE SUITE  
MICROSOFT OFFICE  
STANDARD HTML & CSS  
UX/UI DESIGN  
WORDPRESS  
PACKAGE DESIGN  
PUBLIC SPEAKING  
MARKETING & BRAND STRATEGY  
PUBLICATION DESIGN

## WORK EXPERIENCE

### AMERICA250PA | PROJECT ASSISTANT & DESIGNER

Harrisburg, PA | May 2021 - Present

Worked on design projects for the Commonwealth's statewide commission. While working for the commission I handled social media, logo creation, web design, publication design, marketing, and designed the original coloring book.

### AMERICA250PA | COMMUNICATION & DESIGN INTERN

Harrisburg, PA | January 2021 - April 2021

Brought on as an intern after placing second in the 2021 DEIC competition. In this role I worked on various design projects, managed social media, handled print strategies, designed logos, collateral, publications, and a coloring book.

### THE AGENCY | LEAD GRAPHIC DESIGNER

Lancaster, PA | September 2021 - April 2022

The Agency is Pennsylvania College of Art & Design's in-house marketing agency. I was a part of The Agency the year before at an entry level and was later promoted. As lead graphic designer I was tasked with overseeing the entry level designers, critiquing their work, dealing with clients directly and assisting in art direction.

### THE AGENCY YORK | GRAPHIC DESIGNER

York, PA | May 2022 - August 2022

Four students were chosen to work as designers in York, PA over the summer as a branch of the original campus and in-house agency in Lancaster, PA. While apart of this branch I designed UX/UI prototypes for five non-profits in and around York, PA.

### MICHIGAN STATE UNIVERSITY | DISSERTATION DESIGNER

Lancaster, PA | June 2022 - August 2022

Hired by doctorate students to design infographics, charts, and an eighty-page dissertation paper that they turned in as their final for their doctorate program.

### A.STUCKI COMPANY | SCHOLARSHIP LOGO DESIGNER

Pittsburgh, PA | October 2020 - November 2020

Designed the logo for the Arnold Stucki Scholarship by A.Stucki Company.

## NOTABLE PROJECTS

### AMERICA250PA ORIGINAL KCI COLORING BOOK & MASCOT DESIGN

January 2021 - January 2023

Designed, and wrote the official America250PA coloring book that was used in the launch of the Keystone Classroom Initiative (KCI). Designed and illustrated the official mascot for KCI. 50k copies were distributed statewide to school children in grades K-4.

### TOPO-CHICO HARD SELTZER PACKAGE RE-DESIGN

September 2022 - December 2022

Worked to re-design the Topo-Chico hard seltzer packaging. My design was tested with Designalytics. My redesign took the brand from a 23% overall preference to a 77% overall preference, estimating my design would gain at least 20 million dollars in sales.