



# ALICIA STOLARZ

GRAPHIC DESIGNER &  
CREATIVE DIRECTOR

## EXPERIENCE

### CHARLIE HEALTH

#### Marketing Design Lead | Jan 2024 - Present

Act as the sole designer and brand advocate across the organization, ensuring brand consistency and quality by designing all assets from concept to delivery, including social media, paid ads, print materials, and website pages.

Implement organizational processes and mentor junior team members, enhancing design skill sets and streamlining workflows across the team.

Led the creation of a new sub-brand, including market research, brand strategy, design direction, execution, and implementation.

Redesign website pages with a focus on SEO, user experience, and brand alignment.

Collaborate cross-functionally to define design briefs, prioritize initiatives, and refine creative solutions that drive results and acquire new customers.

Partner with product designers, web developers, and engineers to develop, enhance, and implement design systems across all print and digital platforms.

### PARALLEL LEARNING

#### Senior Marketing Designer | June 2022 - Dec 2023

Lead all creative direction and designed all assets, including social media, out-of-home materials, and CRM flows.

Creatively directed the company's rebrand, audited old materials, and generated new assets to align with the new branding.

Strategically developed marketing plans and managed implementation across all outreach channels.

### THIRTY MADISON

#### Senior Marketing Designer | Jan 2021 - May 2022

#### Marketing Designer | Sept 2019 - Jan 2021

Solely led all design and creative work for Picnic and Cove.

Designed and implemented engaging campaigns across multiple channels and touchpoints to raise brand visibility and acquire new customers.

Strategized and generated collateral for new product launches, designed packaging,

### MEREDITH CORPORATION

#### Designer | May 2019 - Sept 2019

Collaborated with copywriters to design print and digital creatives, pairing all of Meredith Corp.'s brands with prominent clients to create engaging native and branded content, including infographics, landing pages, and advertorials.

**Notable clients:** AMEX, Maybelline, and Target

## EDUCATION

### RUTGERS UNIVERSITY

#### Mason Gross School of the Arts | 2018

Bachelor of Fine Arts in Graphic Design  
Minors in Art History and Entrepreneurship  
Cum Laude

## SKILLS

**Brand Strategy & Development:** Building and maintaining cohesive brand identities across digital and print platforms.

**Creative Direction:** Leading creative and overseeing design execution from concept to final delivery.

**Digital Design:** Designing websites, landing pages, social media content, emails, and digital ads.

**Print Design:** Creating brochures, posters, flyers, ads, and other print marketing materials.

**Design Systems:** Developing and maintaining design systems for consistency and efficiency.

**Cross-functional Collaboration:** Working effectively with marketing, product, development teams, and more to deliver integrated design solutions that drive results and business goals.

**Project Management:** Developing organizational processes and managing multiple projects, timelines, and stakeholders to ensure on-time delivery and quality assets.

**Software Proficiency:** Advanced knowledge of Adobe Creative Suite (Photoshop, Illustrator, InDesign) and Figma, with experience in HTML, CSS, & AfterEffects

