

Alicia // Devinati Design

Tools I Use: Adobe CS, v0.dev, AI (Midjourney), Figma, Slack, Discord

Navigating an adventurous design journey for nearly two decades, always up for a new challenge. Delivered results for agency, small business, startups, freelance contracts, e-commerce and more, spanning all manner of media including digital, print, social media, snail mail campaigns, e-commerce listings, internal and client facing user experiences, events, product development and packaging design. Other adventures have included starting a literary magazine, founding a farmers market, developing and writing tabletop gaming books, building an Amazon Merch on Demand account (100k+ profit, designed the infamous Shane Dawson OMG pig shirt - look him up!). Finding myself surrounded by classical education theory, classic books, raising chickens, goats and a garden and daily usage of Midjourney and other AI-driven endeavors.

I would love the opportunity to talk to you about how I might lend a hand to your efforts, perhaps help turn the page upside down and bring a new perspective (or a new way to drive home yours).

Cheers,
Alicia



2016-Present GSM Sales, Head of Product Design, Art Director

Product design and development, packaging design for products sold on Amazon, t-shirt graphics (Merch Print on Demand). Art director for product photo shoots.

2013-Present, Founder Devinati Design, Graphic Designer

Book design and copy writing (Amazon Kindle Direct Publishing), coordinated and served as founder and editor for a literary journal (2 publications - PommeJournal.com), app user interface design, various non-profit and youth organization promotional material completed pro bono (4-H, Farmers Market).

2013-2016, Contract Product Designer

A wide variety of clients and projects, including web, wireframing for UI/UX app design, small business identity.

2012-2013 Kinetic Design, Graphic Designer, Art Director

Designed promotional campaigns for tourism, CVB (\$2m account). Directed photo shoots for visitor guides.

2011-2012 NetStandard, Graphic Designer

Developed marketing and communication materials for print and web.

2010-2011 Minuteman Press, Graphic Designer, Digital Press Operator

Designed material, operated a digital printing press.

2010 BFA Visual Communications, Emphasis in Graphic Design

University of Kansas