

# Alicia Jacolow

Strategic Designer.  
Creative Thinker.

Passionate about revolutionizing  
experiences through design  
& technology.

## Connect

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## Education

Quinnipiac University  
Cum Laude, Bachelor of Arts,  
Interactive Digital Design, 2015

2014 Internship: Victoria's Secret

## Expertise

### Software

Photoshop  
InDesign  
Illustrator  
Invision  
Dreamweaver  
After Effects  
Sketch  
HTML  
CSS  
Office 365  
Mail Chimp  
Constant Contact

### Social Channels

Instagram  
Facebook  
Twitter  
Snapchat  
LinkedIn  
Pinterest

### Concepts

Branding  
Art Direction  
Digital Design  
Marketing  
Strategy  
Responsive Web  
Layout  
Formatting  
Mobile Apps  
UX/UI

## Experience

### Verizon

Visual Designer

**September 2019 - Present**

Executing design for Verizon Wireless digital creative as part of Verizon's in-house agency.

- Design digital channel creative through end to end process.
- Spearhead front-end development initiatives.
- Develop proof of concepts for integrated marketing campaigns.

### The Red Door Salon & Spa by Elizabeth Arden

Digital Designer

**November 2018 - September 2019**

Worked in collaboration with the brand manager, user experience lead, web developer, and senior management on all aspects of the rebrand to Mynd Spa & Salon.

- Designed high-fidelity desktop and mobile website mock-ups.
- Spearheaded website enhancements and A/B testing initiatives.
- Created acquisition and retention web and email campaigns.
- Developed paid media ads for social channels and Google.

### Macy's

Designer, Credit & Loyalty

**February 2016 - November 2018**

Designed and executed integrated marketing campaigns for Macy's credit cards and Star Rewards loyalty program.

- Created high volume campaigns for web, e-mail, and paid media.
- Produced direct mail, POS, and print collateral.
- Supported creative vision in regards to design, user interface, customer experience, and functionality.
- Collaborated with copywriters to create innovative solutions for digital storytelling.

### Priceline.com

Junior Art Director

**August 2015 - February 2016**

Provided art direction and execution for all web, paid media, and print campaign creative assets.

- Created and designed the priceline.com Rewards™ Visa® Sweepstakes landing page and digital assets.
- Developed promotional creative for priceline.com website and social channels.
- Produced collateral for recruiting and trade show events.
- Curated internal communications, newsletters, and intranet.
- Marketed employee swag and giveaways.