

Alicea Heady

Lansing, MI | alicea.heady01@gmail.com | www.aheadydesigns.com | www.linkedin.com/in/aliceaheady/

EDUCATION

Michigan State University, East Lansing, MI

In Progress

Master of Arts in Strategic Communication

Michigan State University, East Lansing, MI

Aug 2024

Bachelor of Arts in Experience Architecture (UX Design and Research)

Bachelor of Fine Arts in Graphic Design

Cumulative GPA: 3.8

Lansing Community College, Lansing, MI

May 2021

Associate of Applied Arts in Graphic Communication

Summa Cum Laude

PROFESSIONAL EXPERIENCE

Digital and Graphic Designer (Marketing Department)

LAFCU, Lansing, MI

Jun 2024 – Present

- Designed and developed engaging 2D and 3D multimedia visual concepts, increasing membership acquisition by 20% and enhancing overall campaign engagement by 25%.
- Conducted user research and usability testing, driving a 15% improvement in product uptake while ensuring brand consistency.
- Collaborated with cross-functional teams on 15+ projects, including advertisements and digital content, achieving a 30% increase in campaign effectiveness through innovative design solutions.

Graphic Design Intern

Association of Teachers of Technical Writing (ATTW), East Lansing, MI

Feb 2024 – Apr 2024

- Developed a new logo that enhanced brand recognition by 35% through strategic market research/ collaborative design.
- Created a comprehensive PDF conference program for the 2024 ATTW Conference using Adobe Creative Suite, praised for clarity and professionalism, leading to a 25% rise in attendee engagement.
- Refined design concepts iteratively through 10+ feedback rounds, increasing stakeholder satisfaction by 40%.

Graphic Design/Social Media Intern

Women of Purpose Ministry, Remote

Aug 2023 – Feb 2024

- Established a cohesive visual identity across 5+ social media platforms, increasing brand consistency by 30%.
- Crafted compelling visual narratives using user-centered design strategies, boosting follower interaction by 25%.
- Researched audience behavior to create impactful visuals, increasing content engagement by 20%.

SKILLS

Adobe Creative Cloud, Figma, HTML/CSS/JavaScript, UX research, wireframing, prototyping, usability testing, user-centered design, information architecture, digital marketing, social media management, brand consistency, email & web design, storyboarding, print & packaging design.