

Addy Alvarado

Graphic & Interactive Designer · Print Specialist

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PROFILE

Multidisciplinary designer with a BFA and 6+ years across brand, illustration, print, motion, and interactive design—including three years of independent freelance work and three years in a fast-paced commercial print operation. Strong in the full Adobe Creative Suite and equally comfortable designing a brand system, animating in After Effects, or building an interactive web experience end-to-end. Backed by deep, hands-on print production knowledge—preflight, color management, and variable data—that means my work doesn't just look right, it prints and ships right. Detail-obsessed and calm under deadline.

CAPABILITIES

Design & Brand: brand identity & visual systems · logo design · illustration · layout & typography · marketing & campaign assets · print & direct mail · packaging

Motion & Interactive: After Effects motion graphics · video editing (Premiere) · videography · interactive web design & front-end · UX for product configurators · animation for screen

Print Production: offset & digital · variable data (VDP/ FusionPro) · preflight & file correction · ICC color management · imposition · press-ready prep · PitStop · XMF · Fiery

Tools: Adobe Creative Suite (After Effects, Premiere, InDesign, Illustrator, Photoshop, Acrobat) · Figma-style UI work · web (SvelteKit) · photography

EXPERIENCE

Designer & Prepress Specialist · Bender Inc. · March 2023 – Present

- Produce brand, marketing, and print collateral as well as motion graphics and video content (After Effects, Premiere)—designing across digital and physical media for a commercial print operation.
- Design and prepare press-ready artwork for offset and digital production, applying full preflight, ICC color management, and variable-data (FusionPro) expertise so pieces print error-free.
- Operate camera and handle videography and editing for content shoots, taking footage from capture through final delivery.
- Build interactive and web-based experiences, bridging visual design with front-end execution.
- Work directly with clients and across teams to take rough concepts to polished, on-brand deliverables under tight, deadline-driven conditions.

Freelance Graphic Designer · Self-Employed · 2020 – 2023

- Designed brand identities, logos, and custom illustration work for a range of independent clients, managing each project from initial brief through final delivery.
- Handled all client communication, scoping, and deadlines directly—gathering requirements, presenting concepts, and revising to client feedback.

SELECTED PROJECTS

FlauntBrush · Brand · Interactive · E-Commerce—flauntbrush.com

- Designed a complete consumer brand from the ground up—identity and visual system, full e-commerce storefront, and an interactive custom-handle product configurator with real-time visual feedback—an end-to-end example of brand, UX, and front-end design shipped as one cohesive experience.

WavePrintUs · Brand · E-Commerce · Print Production—waveprintus.com

- Designed, built, and marketed a commercial print brand end-to-end—visual identity, e-commerce storefront, and product presentation—with real print collateral and press-ready production work behind the on-screen design. A full brand-to-production project spanning design, web, and print.

rustybara · Brand · Illustration · Interactive · Tooling · Print—rustybara.com

- Created the full brand identity, editorial marketing site, illustrated mascot, and an in-browser interactive product demo for a self-built open-source toolkit—spanning brand, illustration, and interactive design.

EDUCATION

Bachelor of Fine Arts (BFA), Graphic Design · Maryville University

Portfolio: <https://addyportfoliosite.addykalvarado.workers.dev>