

Alina Buevich

Graphic Designer & Illustrator

ALINAVICH.COM
ALIENBUEVICH@GMAIL.COM
+1 (732) 632 7767



EXPERIENCE

QA Wolf Senior Designer

2024–PRESENT / REMOTE

- Building on the existing framework to uphold, refine, and evolve the brand standards and guidelines.
- Developing visually impactful marketing campaigns and collateral (including digital ads, social media graphics, email campaigns, print, etc.) and incorporating insights from market research and competitive landscape evaluation.

Discord Senior Designer

2020–2024 / REMOTE

- Led teams of designers through large scale projects, guiding creative and project direction for merchandise, events, ad campaigns, social media, and more.
- Art directed and collaborated with external agencies to ensure brand consistency.
- Produced engaging graphics for social media platforms—driving engagement, follower growth, and brand awareness.
- Collaborated with cross-functional teams to align design initiatives with business goals.

Chronicle Books Brand Designer

2015–2020 / SAN FRANCISCO, CA

- Created visually compelling print & web materials to promote books and the company brand, e.g. ad campaigns, website redesign, logos, posters, packaging, and books.
- Implemented design strategies to effectively communicate the essence of the books and brand across various mediums, ensuring consistency and resonance with the target audience.

Freelance Designer & Illustrator

2012–2020 / SAN FRANCISCO, CA

- Produced editorial illustrations, advertisements, book designs, branding, printed materials, logos, etc. for a variety of clients, including: **Hedley & Bennett, Baggu, Peets Coffee, Chronicle Books, TED, Star TV, Medtronic**, etc.

EDUCATION

BFA Graphic Design

Rhode Island School of Design

2010–2014 / PROVIDENCE, RI

TOOLS

Adobe Creative Suite
(Illustrator, Photoshop,
InDesign, Premiere)
Figma
Procreate
Google Suite

SKILLS

Art Direction
Book Design
Branding
Iconography
Illustration
Retouching
Storyboarding
Typography
Fluent Russian