

Alina Peña

Graphic Designer

alinapena.com



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917 330 4067

EXPERIENCE

Wunderman Thompson

Lead Designer

Jul 2019 – Present

Client: Volkswagen

Role: Lead designer across two major site redesigns, which launched the new VW brand design in the US market.

Art directed and designed the photoshoot and site experiences that launched ID.4, VW's all-new electric SUV.

Concepting and design for social (including brand partnership with the USWNT), sales events, and new vehicle launches.

Site optimizations, maintenance, and model year updates.

Possible

Designer

Feb 2019 – Jul 2019

Clients: Volkswagen, Fresenius Medical Care, One A Day, & Con Edison.

Role: Lead designer (from conception, to execution, to delivery) for Fresenius Medical Care and One A Day site redesigns.

Ideation and design for entire VW pitch process, including developing printed materials and serving as deck master.

Possible

Associate Designer

Aug 2017 – Feb 2019

Clients: One A Day, MiraLAX, Bayer, Coppertone, Giant Eagle, & Wild Turkey.

Role: Lead designer (from conception, to execution, to delivery) for MiraLAX site redesign.

Digital marketing across multiple clients, including: social campaigns, banners, site optimizations, and e-commerce assets.

EDUCATION

Queens College, **CUNY**

Aug 2013 – May 2017

Graphic Design Major
Textiles & Apparel Minor

Macaulay Honors Scholar
Full Tuition Merit Scholarship
Summa Cum Laude

REFERENCES

Lee Groh

Creative Director
Wunderman Thompson
leroy.groh@gmail.com

Aileen Calderon

Group Creative Director
Wunderman Thompson
aileen.martin@gmail.com

SKILLS / TOOLS

Art Direction
UI & UX Design
Digital Marketing
Campaign Development
Adobe Creative Suite
After Effects
Sketch
Zeplin