



# Brian Alcaide

Graphic Designer [cool-brian.com](http://cool-brian.com) (908) 328-3631 [brian.alcaide@gmail.com](mailto:brian.alcaide@gmail.com)

## Proficiencies

### Software

Adobe Suite  
Microsoft Suite  
CorelDRAW Suite  
Figma  
Sketch  
Blender3D

### Hard Skills

2D & 3D Design  
Package Design  
Print Production  
Illustration  
Social Media  
Typography  
Design Research  
Design Strategy  
Wireframing  
Prototyping  
Web Design  
Videography  
Motion Design  
Copywriting  
Photography

## Noteworthy

AIGA Member  
Advisory Committee  
Member for Minneapolis  
College Design Program  
Volunteer Food Server at  
Simpson Shelter  
Isaak Walton League  
Member and Volunteer

## Work Experience

### Senior Graphic Designer

*Custom Retail*

Oct 2019 - May 2025

Designed print and digital media for a wide range of clients across multiple industries. Designed packaging and displays for consumer goods for retailers worldwide. Prepared final artwork for print production and manufacturing. Maintained large digital asset libraries for clients. Worked as lead designer for multiple clients in addition to working as part of a team on larger projects.

### Graphic Designer and Content Manger

*Parasole Restaurants*

Oct 2015 - Aug 2019

Improved and maintained branding and design standards across multiple restaurants. Managed all website content. Collaborated with restaurants to develop unique marketing strategies and content that aligned with each restaurant brand and its customers. Designed and produced all print and digital marketing materials, as well as all menus for the restaurants.

### Graphic Designer and Store Manager

*The UPS Store*

Nov 2011 - Oct 2015

Managed retail store. Acted as main graphic designer and print production specialist. Included design and production of business cards, logos, brochures, news letters, post cards, stationary, and more. Helped establish the UPS Store location as a place for print services beyond simple photocopying.

## Education

### Minneapolis College

A.A.S - Graphic Design - *Spring 2017*

Adv. Certificate in Web & Interactive Media - *Spring 2017*