

Ronnie Alley
Brand Designer

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ronniealleydesign.com

EDUCATION

ArtCenter College of Design
Pasadena, CA | 08 . 2024 – 04 . 2026
Candidate for a Master of Fine Arts
in Graphic Design

Philadelphia University
Philadelphia, PA | 08 . 2011 – 05 . 2016
Bachelor of Science in
Graphic Design Communication

ACCOLADES

2025 | **PRINT Awards**
Student 2nd Place
PostModern Heretics, Editorial Design

2025 | **Core77 Design Awards**
Student Runner Up
Xerox, Brand Identity

2018 | **Adobe Live**
Featured Designer

2018 | **The Design Kids**
TDK 2018 Winner

2017 | **Graphis, New Talent Annual**
Merit Award
Versa Mag, Editorial Design

2017 | **ING Creative Festival**
American Representative
of Graphic Design

FEATURES

2024 | **Designing Brand Identity,**
6th Edition, Wheeler, A & Rob Meyerson
SB Botanic Garden, Brand Identity

2023 | **Brand New**
SB Botanic Garden, Brand Identity

2021 | **Communication Arts**
FUSE, Brand Identity

2018 | **It's a Match**, Sandu Publishing
LoTA Salon, Brand Identity

2017 | **Camo Mania**, Victionary
Workshop Ltd.
RAD, Brand Identity

EXPERIENCE

Freelance Designer | 07. 2018 – Present
Ronnie Alley Design

Design and produce brand identities, along with print and digital marketing materials for clients in the personal protective equipment, performance art, and children's mental health industries.

Senior Designer | 05 . 2021 – 08 . 2024
J2 Philadelphia, PA

As a core member of this branding studio's creative team, I contributed to the conceptualization, development, and implementation of brand identity systems spanning print collateral, web design, motion graphics, and art direction. Projects featured clients in the hospitality, medical, educational, cultural, and real estate sectors.

Adjunct Professor | 01 . 2021 – 05 . 2024
Thomas Jefferson University Philadelphia, PA

Led the junior-level design studios focused on brand identity and systems thinking, emphasizing research and strategy as guiding principles in identity development. Additionally, I developed the syllabus and course materials for the newly implemented Professional Development course.

Brand Designer | 04 . 2019 – 04 . 2021
MullenLowe U.S. Boston, MA

As part of this ad agency's internal branding studio, I collaborated with the strategy, advertising, and account management departments to develop brand identities, ad campaigns, print collateral, and digital marketing materials for clients in industries such as: commercial construction, telecommunications, hospitality, and healthcare. Clients included Suffolk, UScellular, Burger King, Royal Caribbean, and Providence Healthcare.

Designer | 11 . 2018 – 04 . 2019
Quaker City Mercantile Philadelphia, PA

Developed brand identities, packaging concepts, and social media campaigns for a range of local and international clients within the beer and spirits industry. Clients included Hendrick's Gin, Guinness, and Tamworth Distilling.

INVOLVEMENT

Committee Chair | 09 . 2017 – 04 . 2019
AIGA Philadelphia, Community & Civic Engagement Committee

As an original committee chair, I helped to launch this new initiative for AIGA Philadelphia. The committee was created as a means to engage with our local community, offering our design thinking as a way to foster a relationship of mutual support.

Committee Chair & Social Media Manager | 07 . 2016 – 04 . 2019
AIGA Philadelphia, Mentorship Committee

Recruited mentors and mentees to program, managed applicant database, and coordinated monthly workshops, happy hours and other community events throughout the year.

SKILLS

Proficient | Figma, Illustrator, InDesign, Photoshop, and Slack

Familiar | Acrobat, After Effects, Cinema 4D, Cursor, Flora AI, Glyphs, Keynote, Lightroom, p5.js, and Teams

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