

Aliyah Westbrook

Graphic & Multimedia Designer

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SUMMARY

SCAD-trained graphic and multimedia designer with 8+ years of hands-on experience in visual storytelling across brand identity, presentations, infographics, posters, brochures, social media visuals, email graphics, and motion graphics. Specializes in translating concepts and messaging into engaging, on-brand visuals that hold up across digital and print. Collaborates closely with cross-functional teams and maintains brand standards while managing multiple projects at once against real deadlines. Skilled across the full Adobe Creative Cloud, including Illustrator, Photoshop, InDesign, Premiere Pro, and After Effects.

EXPERIENCE

Freelance Graphic & Multimedia Designer · Aliyah Westbrook Design 2017 – Present

Atlanta, GA · Self-employed design practice serving small businesses, schools, nonprofits, and brands

- Design and deliver digital and print assets across a wide range of formats — **presentations, infographics, posters, brochures, menus, social media visuals, and email graphics** — tailored to each client's brand and audience.
- Build **brand identity systems and multi-page guidelines** (logo systems, color, typography, usage rules) that give growing businesses one consistent voice across packaging, signage, and social.
- Produce **motion graphics and animated content**, including an animated explainer, logo sting, and social cutdowns, developed from storyboards and style frames approved by clients before production.
- Design **presentation decks and reusable master templates** that clients update in-house each quarter without breaking the design.
- Manage **multiple projects simultaneously**, translating client concepts into finished visuals while meeting deadlines and preparing correct print and platform specifications.
- Prioritize **accessibility and clarity** — high-contrast palettes, readable type, plain-language copy, and written alt text for social content.

SELECTED PROJECTS

Precision Flight Systems Case Study — brand identity refresh + 40-page brand guidelines for a helicopter manufacturer.

TresseTru Anniversary Campaign — social media toolkit with animated posts for a high-end luxury hair extensions brand.

Swift Bank in Motion — 60-second animated explainer, social cutdowns and logo animation for a mobile financial services platform.

Prestige Property Group Employee Onboarding Deck — 20-slide deck for a real estate firm.

Disability Pride Month Infographic — accessible long-form infographic.

Wildlife Preservation Center Fall Poster Series — three illustrated posters adapted for the fall season.

JumpStart Juniors Email System — modular, mobile-first newsletter and event-announcement templates for a youth non-profit.

CaribbeanCare Kitchen Menu — restaurant menu redesign and tri-fold takeout brochure.

SKILLS

Adobe Creative Cloud: Photoshop, Illustrator, InDesign (advanced); Premiere Pro & After Effects (working proficiency)

Design: Brand identity & guidelines, presentation design, infographics, poster & print layout, email design, social media graphics

Multimedia: Motion graphics, animation, storyboarding, basic video editing & post-production

Production: Print-ready file prep, template systems, digital asset organization, accessibility & alt text

Also: PowerPoint, brand consistency, cross-functional collaboration

EDUCATION

Savannah College of Art and Design

B.F.A., Graphic Design

Savannah, GA · 2022