Alance Ward

alanceward.com

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SUMMARY

Multidisciplinary designer with a foundation in print design and marketing, specializing in UI/UX, front-end development (HTML, CSS, JavaScript), and digital marketing. Combines strong visual design with technical execution to create engaging, user centered experiences.

Brings a cross disciplinary perspective informed by photography, video, and music production, applying a deep understanding of user psychology to craft clear, emotionally resonant communication.

SKILLS

Print Collateral Design, UI/UX Web Design, Branding, Package Design, Digital Marketing Design, Photography, Video Production, Visual Storytelling, Project Management

TOOLS

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat, After Effects) Figma, HubSpot, WordPress, PowerPoint HTML/CSS/JavaScript, Final Cut Pro, ClickUp, AI Tools (ChatGPT, Claude, Adobe Firefly, Microsoft Copilot)

EXPERIENCE

Senior Graphic Designer — The Plexus Groupe

12/2024 - 6/2026

The Plexus Groupe is a Top 100 independent insurance advisory firm with deep industry experience, innovative resources, and an extensive international network.

- Led design and production of 30+ marketing assets per quarter, both print and digital collateral supporting client facing teams and business development efforts.
- Owned visual execution and brand consistency across print and digital channels, including web landing pages, presentations, and internal communications.
- Partnered with marketing stakeholders and external vendors to concept, execute, and deliver creative assets from strategy through final production, managing multiple concurrent projects under tight deadlines.

Senior Graphic Designer — Web2Carz, LTD

10/2011 - 9/2024

Web2Carz is an auto shopping website and collection of acquisition platforms, such as apartmentpicks.com. Oversaw brand identity across marketing and revenue initiatives. Responsibilities included:

- Collaborated with and led cross functional teams to prototype and develop UI/UX for websites, microsites, forms, and landing pages with a 30% increase in lead generation.
- Designed advertisements, banners, logos, infographics, social media marketing campaigns and promotional marketing collateral that ensured overall brand strategy.
- Managed design, editorial and marketing teams to develop advertising campaigns resulting in a 263% increase in conversion rates and a 140% increase in PPC revenue.
- Produced and edited videos for weekly car related social media segments and shot photography for exclusive car reviews to increase annual social media engagement rates by 3.2%.

Lead Graphic Designer — DKP Image + Media Inc.

2/2010 - 10/2011

- Designed and laid out brochures, pamphlets, booklets, audio media packages, postcards, business cards, and other print collateral for DKP and its clients with all projects 100% on time.
- Managed and optimized print projects, designed websites, and created email marketing campaigns that led to success in design project renewals.

Lead Graphic Designer — Campus Circle Media

8/2001 - 1/2010

- Designed and produced page layouts and promotional marketing collateral for a citywide arts and culture publication distributed throughout Los Angeles County and surrounding areas.
- Created cover designs and print advertisements for major motion picture companies and music labels, such as **Twentieth Century Fox** and **Island Def Jam Music Group**.
- Coordinated with advertisers, editors, interns, and writers to organize and arrange all artwork, advertising, and editorial content for the publication's weekly issues.
- Converted print content to web ready material and maintained web pages, graphics, forms, ads, and banners for the publication's website.

EDUCATION

BA in Graphic Design, Cal State Northridge.
Associate Degree in Art/Graphic Design, Moorpark College.

PORTFOLIO

Available at **alanceward.com**