

Linda Trace Alvarado

PORTFOLIO: www.LAlvarado.com pw: knockknock

CONTACT

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PORTFOLIO

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(pw: knockknock)

EDUCATION

Magna Cum Laude, University of Houston (UH)

Houston, Texas, 1991-1994
BFA Graphic Communications/
Visual Arts
Minor: English/Creative Writing

University of Southern California (USC)

Los Angeles, California, 1988-1991
Undergraduate course focus:
Architecture, Chemistry

California Institute of the Arts (CalArts)

Santa Clarita, CA; cont. ed.
Specialization in UX/UI

Texas Education Agency (TEA)

Houston, Texas, 2015
Art, Math, Science, Middle and
Elementary Education; GT and ESL

RECOGNITION

- + Davey Award, Gold, 2025
- + Davey Award, Gold, 2024
- + Featured in Voyage Houston's Thought Provokers series, 2019
- + Graphis Award, Silver, 2017
- + Lantern Design Award, 1998
- + Featured in Graphic Design:USA, 1998
- + Gold Key Honor Society, 1994

FUN FACTS

- + Grew up in the rainforest on a volcanic island
- + Plays clarinet in an all-ages band
- + Extensive background and experience with international cultures (and food!)
- + Uncommon interest in science, engineering and education

SUMMARY

Award-winning professional with over 20 years agency and in-house experience in brand-building, hospitality, CPG, B2B, food and beverage, and market research, driven by curiosity, growth and a results-oriented mindset. Skilled in conceptualizing and executing innovative national and international campaigns, with a strong focus on team collaboration and adapting to evolving project needs.

EXPERIENCE

ART DIRECTOR (PREVIOUSLY: SENIOR DESIGNER + DIGITAL LEAD, CREATIVE OPERATIONS LEAD)

PATRICK HENRY CREATIVE PROMOTIONS (PHCP)

Houston, TX

2019-current

- A lead creative for print and digital, managing multiple client relationships across restaurant, sports, resort, event, and hospitality sectors
- Established in-house photography studio, delivering 4X ROI in year 1 profit
- As Editor-in-Chief, transformed in-house newsletter into an award-winning print and digital publication, with readership of 2,000+ subscribers
- Pioneered QR code touchless menu system, across 200+ stadium, resort and airport venues during the industry's digital response to COVID-19
- Launched in-house web design capabilities, including NY Mets/Citi Field website and beverage program website for Delaware North, one of the largest privately owned hospitality companies in the world, optimizing training and information management across Sports, Travel, Gaming, and Resort divisions nationwide

CREATIVE DIRECTOR

PERFECT FIT MEALS (and Sister Companies)

Houston, TX

2016-2019

- Led creative direction, ensuring brand consistency across platforms, increasing market presence and positioning in both existing and emerging B2B and B2C markets
- Spearheaded brand evolution in response to market data, developed comprehensive brand guidelines and creative frameworks
- Streamlined CPG packaging design, boosting production and usage efficiency while maintaining USDA and FDA compliance
- Orchestrated multi-channel marketing initiatives with cross-functional teams,
- Guided licensees and licensors in standards and asset development, ensuring alignment with brand voice and strategic objectives
- Pioneered dynamic visualization techniques for product packaging, creating impactful 2D and 3D mock-ups that enhanced concept presentation
- Optimized creative workflow processes by implementing digital and physical asset management solutions, reducing project delivery time, while increasing efficiency and accuracy

SENIOR DESIGNER/ART DIRECTOR

CREATIVE MARKETING ASSOCIATES (CMA)

Houston, TX

1992-2014

- Oversaw CPG design for major national and international brands
- Unified cross-functional teams to execute complex packaging projects, fostering seamless coordination between design, production, and marketing
- Analyzed market trends to develop strategic brand evolutions, ensuring consistent visual communication across multiple retail channels
- Developed and quantified brand standards for Weight Watchers, then oversaw, coordinated, and organized all packaging design for both in-meeting and retail markets, and provided design approval and guidance for affiliated outside firms, restaurants and licensees