

LINDA ALVARADO

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CONTACT

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PORTFOLIO

💻 www.LAlvarado.com
(password: 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, currently enrolled
Working toward Specialization in
UX/UI

Texas Education Agency (TEA)

Houston, Texas, 2015

Credentialed to teach Art, Math,
Science, Middle and Elementary
Education; GT and ESL certification

SUMMARY

Award-winning professional with over 20 years agency and in-house experience in a variety of industries, driven by high standards 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. Proven ability to lead cross-functional teams, combining strategic vision with practical design skills to deliver impactful outcomes. Reliable and adaptable, excelling in environments that demand creativity, resourcefulness and precision.

EXPERIENCE

ART DIRECTOR (PREVIOUSLY: SENIOR DESIGNER + DIGITAL LEAD)

PATRICK HENRY CREATIVE PROMOTIONS (PHCP)

Houston, TX

2019-current

- A lead creative for print and digital assets, pioneering creative strategies and managing multiple client relationships across restaurant, beverage, sports, resort, and hospitality sectors, strengthening brand engagement and visibility
- Implemented in-house photography studio, adding \$34,000 in year-one profit, creating new revenue streams and reducing vendor reliance
- As Editor-in-Chief, led in-house newsletter transformation into a client-facing quarterly magazine-style publication in both print and interactive digital format, growing readership within the client base to over 2,000 subscribers
- Developed and implemented QR code touchless menu system for hospitality clients, adopted for over 200 stadium, resort and airport venues, training staff and creating new revenue streams in response to COVID-19 pandemic
- Coordinated cross-functional creative teams to deliver cohesive brand messaging and maintain project timelines across diverse campaigns
- 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
- Collaborated in creation of internal systems manual to streamline workflow within and between departments, easing workplace confusion

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 through innovative design strategies in response to market data, developed comprehensive brand guidelines and creative frameworks, strengthening positioning and brand recognition
- Streamlined CPG packaging design, boosting production and usage efficiency while maintaining USDA and FDA compliance
- Orchestrated multi-channel marketing initiatives with cross-functional teams, driving substantial engagement and market reach
- 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

FREELANCE CREATIVE

SYNERGY DESIGN

Houston, TX

1994-current

- Guide clients through brand development processes, creating impactful visual languages that strengthen market presence and deliver measurable outcomes
- Development and refinement of digital and print assets and social media campaigns, boosting brand visibility
- Designing market research, branding, and promotional materials, analyze market trends to develop data-driven design strategies, ensuring brand effectiveness and consistency
- Coordinate creative projects from concept to completion, achieving unified brand messaging.
- Direct external vendors to deliver cohesive marketing solutions, ensuring seamless integration of photography, copy, and design elements

SENIOR DESIGNER/ART DIRECTOR

CREATIVE MARKETING ASSOCIATES (CMA)

Houston, TX

1992-2014

- Oversaw packaging design for major brands, ensuring compliance and market positioning
- 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 national and international retail channels
- Transformed brand presentation strategies through innovative design solutions, driving substantial market growth and enhanced brand recognition
- Streamlined production workflows through strategic process analysis, resulting in enhanced project delivery timelines and resource optimization
- 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 in North America.
- Fostered an atmosphere of collaborative creative thinking and growth within the team

ADDITIONAL SKILLS AND ACHIEVEMENTS

- + Adobe CC: Photoshop, Illustrator, InDesign, Lightroom, After Effects, Adobe XD, Premier.
- + CMS Platforms/Website Builders: Wordpress, Squarespace, Wix, Webflow.
- + Davey Award, Gold, 2024
- + Featured in Voyage Houston's Thought Provokers series, 2019
- + Graphis Award, Silver, 2017
- + Lantern Design Award, 1998
- + Featured in Design USA, 1997
- + Gold Key Honor Society, 1994
- + Extensive background and experience with international cultures