



ALIYA TEREZ MCDONALD

CONTACT

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EDUCATION

Drexel University
Philadelphia PA
BS in Graphic Design
Minor in Fine Arts
Graduating June 2022
GPA: 3.8

SKILLS

Software

Adobe Creative Suites
Microsoft Office
Squarespace
Wix
WordPress
Shopstyle
Dash Hudson
Hootsuite
Sketch

Areas of interest

Graphic Design
Social Media Management
Illustration
Photography
Event Planning

EXPERIENCE

The Mom Edit (March 2021 - Present)

Graphic Designer & Social Media Content Curator

TME is a daily fashion and lifestyle blog that reaches over 3 million users. Responsible for: creating collages and graphics, photo and video on-camera blog features, building/writing posts in WordPress and posts/stories on Instagram through Dash Hudson, conducting keyword research for SEO, and coordinating data reports

MLS Philadelphia Union (February 2021 - Present)

Union Creative Committee Member

One of three students chosen to serve on a committee with Philadelphia professionals and public relations/marketing team under Adidas to advise on the creation of future kit designs. Responsible for: providing insight on current style trends, planning marketing strategies, and brainstorming new ideas.

The American Institute of Graphic Arts (April 2020 - Present)

Vice President

Leads Drexel's AIGA chapter. Responsible for: event planning, brainstorming sessions, finding guest speakers and arranging talks and, bringing faculty and students together for design workshops that center around trends and design excellence. Planned one of the most successful speaker events.

Freelance (Ongoing)

Multi-media

Projects include: UX/UI, SEO, brand identity and logo design, illustration, lifestyle, and product photography. Clients Include: Signet Jewelers, Black Education Association of Drexel, Gosh Clothing Brand, Coral Healing Hearts, Lake Milton Brewery

Curvy Consignments (July 2019- January 2020)

Social Media Manager & Photographer

Performed a community audit. Launched Instagram, Facebook, and Twitter and grew with organic engaged followers. Created an influencer campaign. Art directed and photographed images, designed graphics, and wrote all content.

CMP Communications LLC (Sept 2017- June 2018)

Public Relations, Photography & Journalism Intern

Served as lead student reporter and photographer for local magazines, bulletins, websites, and newspapers for community events and sports. Responsible for: capturing, editing, and retouching photos, writing articles and creating illustrations. Accomplishments: two covers and two full-page spreads.