






# ALLIE OCHOTORENA

CREATOR | LEADER | GRAPHIC DESIGNER

## CONTACTS

-  (505) 259-6368
-  AlexandraOchotorena@gmail.com
-  Raleigh, NC

## EDUCATION

- ▶ 2018-2022  
**University of North Dakota**  
B.A. in Graphic Design  
Minor in Media Communication

## WEBSITE

**AllieOchotorena.com**  
Password- Packerspass

## SKILLS

- Photoshop
- Illustrator
- InDesign
- Typography
- Print Design
- Social Media Design
- Leadership
- Photo Editing
- Adobe Acrobat
- Microsoft Office

## ABOUT

I am a passionate creative, currently with the Carolina Hurricanes. With over four years of experience in branding and design, I excel at bringing ideas to life that will captivate an audience and evoke emotion. My people-oriented approach fuels my creative drive and pushes me to create compelling campaigns that build brand loyalty. I have a proven track record of collaborating across departments and leading projects from conception to execution.

## EXPERIENCE

### ◆ Carolina Hurricanes Graphic Designer

Raleigh, NC | 2023 - Present

- Developed print materials, marketing campaigns, social content, uniforms, advertisements, digital imaging, web graphics and sales promotions.
- Designed the logo and season style guide for the 2023-24 Cause Chaos campaign and implemented it throughout the season.
- Collaborated with the creative team to successfully execute Media Day.
- Coordinated with printers, photographers, and other departments to ensure a seamless workflow and meet tight deadlines.
- Led the logo and brand redesign for the Hurricanes' new restaurant, The Local, from creating a brand guide and taste testing to presenting decks to leadership.
- Energized the creative team with enthusiasm and passion for design, fostering a positive and supportive culture.

### ◆ Green Bay Packers Graphic Design Intern

Green Bay, WI | 2022 - 2023

- Developed creative for advertisements, social graphics, print collateral, packaging, logos, signage, web graphics and email.
- Led social media initiatives for Packers Everywhere, creating content that celebrated the fans and community and resulted in a 46% increase in followers within just five months.
- Developed marketing graphics for numerous entities under the Packers oversight including Lambeau Field, Tiletown and 1919 Bar & Grill.
- Ensured all designs adhered to brand standards and deadlines while managing projects through Lytho.

### ◆ Graphic Design/ Social Media Intern

University of North Dakota Athletic Dept. | Grand Forks, ND | 2020 - 2022

- Designed artwork for recruiting materials and created digital content for live game updates, enhancing program appeal and real-time fan interaction.
- Coordinated and executed photo shoots of products and athletes, capturing high-quality visuals.
- Created dynamic halftime graphics and promotional content in collaboration with corporate sponsors.

### ◆ Women's Tennis Team Captain

University of North Dakota Athletic Dept. | Grand Forks, ND | 2020 - 2022

- Cultivated a positive team culture, work ethic and drive on and off the court.
- Ensured effective communication between coaches and team.
- Elected by faculty and staff to serve and advocate for diversity and equality on the board of SAID (Student Athletes for Inclusion and Diversity).