



alicia  hanson

1828 California Street  
 Oceanside, CA 92054  
 949.547.3859  
 a@aliciahanson.com

[www.aliciahanson.com](http://www.aliciahanson.com)

## Alicia Hanson

### Present Status:

Seeking employment, utilizing my love for creative, functional design, that allows my knowledge of many fabrication processes, project management, organizational and management skills to shine brightly. At the firms where I have worked over the past years, I have had the opportunity to work with such clientele such as Bank of America, Eddie Bauer, Altoon+Porter Architects, Forest City Development, General Growth Properties, HOK Architects, The Irvine Company, Kilroy Realty, H.Hendy & Associates and Gensler.

### Professional Experience:

April 2007 - Present

#### Jewelry Designer | CEO

**Hi Octane Industries, Inc.** | 1828 California Street, Oceanside, CA 92054  
760.529.9353 | [www.hioctanejewelry.com](http://www.hioctanejewelry.com)

- Design of all jewelry pieces, including: rings, bracelets, and necklaces
- Creating waxes of designs, by handcarving and wax injecting, refining waxes for prototypes, co-create RTV molds to create multiple pieces, lost wax - vacuum casting, acetylene soldering of sterling silver, metal fabricating, mass-finishing and polishing
- Molded originals and cast resin pieces
- Outsourced and managed mass production of selected items with overseas vendor in Bangkok
- Designed and produced brand identity, logo, letterhead, business cards, postcards, e-commerce web site, order forms, wholesale pricing books, product packaging, photographing of products and point of purchase displays
- Maintain and update websites and blogs
- Trend and color forecasting
- Designed magazine ads
- Wrote and sent press releases, extensive contact list for major publications
- Process and ship all orders
- Designed, and produced booth and graphics for car shows and trunk shows along with manning shows and generating sales at shows
- Managed all aspects of starting small business
- Founder of Oceanside Craft Mafia

Jan. 2006 - April 2007

#### Designer

**Redmond Schwartz Mark Design** | 160 Ave Cabrillo, San Clemente, CA 92672  
949.492.9479 | [www.rsmdesign.net](http://www.rsmdesign.net)

- Project management of architectural graphics for retail developments
- Traveled to various cities for project team meetings with mall ownership, design architects, construction managers and general contractors
- Created vision workbooks, concepts, design development, design intent drawings and specialty graphics packages
- Produced programming plans, sign schedules, and sign types
- Created tenant sign criteria for project design guideline handbooks
- Prequalified and recommended vendors to ownership & general contractor
- Sent bid packages out for preliminary bid and final bid numbers
- Reviewed shop drawings, mock ups, installed signage, and created punchlists
- Collaborated and coordinated with all project teams including civil engineers, landscape architects, lighting designers, architects, and fabricators including responding to RFI and uploading files to project buzzsaw site
- Within RSM - liason with IT vendor to create server back up system along with using Workgroup Manager software to setup new employee login accounts and software setup on individual computers and managed RSM ftp server

Aug. 2003 - Jan. 2006

#### Design Director

**JB3D** | 731 N. Main Street, Orange, CA 92868 | 714.744.2300 | [www.jb3d.com](http://www.jb3d.com)

- Met with clients for defining scope, budget and fact gathering for environmental graphic design projects
- Prepared proposals and client presentations
- Initial concepts, mock-ups, prototypes, permit drawings and fabrication drawings
- Oversaw and delegated multiple projects and created project schedules
- Implemented JB3D web site
- Created current marketing material and collateral
- Defined processes and created procedure manuals
- Worked with key team players for best fabrication and installation methods
- Hiring and reviews of team players, overseeing a design department of five, and vinyl production department of two

### Computer Skills:

PC & MAC OS X Platforms  
Adobe Illustrator CS3  
Adobe Photoshop CS2  
Adobe InDesign  
Adobe Acrobat Professional  
Corel Draw 10  
Freehand 10  
Dreamweaver MX  
Fireworks  
I - Movie  
CoCut Pro  
Entourage  
Outlook  
Now Up To Date  
Now Contact  
Word  
Excel  
Powerpoint  
Goldmine  
Quick Books Pro  
Retrospect  
Transmit, Crush Ftp  
Sketch Up (Beginner's level)  
Workgroup Manager  
Print Audit  
Web I

alicia  hanson

1828 California Street  
Oceanside, CA 92054  
949.547.3859  
[a@aliciahanson.com](mailto:a@aliciahanson.com)

[www.aliciahanson.com](http://www.aliciahanson.com)

**Design Director - continued**

- Worked with city sign codes, sign programs, sign permits and design review boards
- Ordered and collaborated with structural engineer for projects
- Cultivated good vendor relationships and client communication
- Preserved project archives, created drawing library and looked after server back up
- Started and maintained extensive resource library

Aug. 2001-Aug. 2003

**Graphic Designer - Office Manager**

**Daigle Design** | 921 Hildebrand Ln NE #230, Bainbridge Island, WA 98110 206.842.5356 |  
www.daigle.com

- Project leader of signage and environmental graphic design projects
- Team designer, created logos, ads, web site layouts, maintaining e-commerce sites and commercial concepts
- Created and sent press releases and html newsletters
- Established media kit library, set up mailing lists, and a liaison with PR firm
- Job time tracking, costing, estimating, invoicing, & bookkeeping
- Purchasing and part-time payroll duties

March 2001 - June 2001

**Graphics Production Manager**

**Exhibitron** | 131 W. 33rd Street, National City, CA 91950 | 619.477.9269  
www.exhibitron.net

- Managed a design and production team of four
- Oversaw all design, production and installation of graphics for trade show exhibits, including vinyl production, 3-dimensional graphics, and fabric banners
- Operated a HP5000 60" large format printer

June 2000 - March 2001

**Design Director**

**Addisigns, Inc.** | 3808 E. 38th Street, Tucson, AZ 85713 | 520.748.1540  
www.addisigns.com

- Produced proposal, work order, and permit drawings for all electrical signs & awnings
- Designed and produced marketing collateral, client sign catalogs & web site

Dec. 1998 - June 2000

**Creative Director**

**Steelhead Productions** | 26273 Twelve Trees Lane Suite D, Poulsbo, WA 98370  
360.779.1962 |  
www.steelheadproductions.com

- Established corporate identity, brand, and direct marketing for Steelhead
- Developed, designed and managed Steelhead's website
- Worked with clients to create various types of graphics for trade shows including point of purchase, print, signage and target marketing
- Coordinated production of inhouse and vendor production, cultivated good vendor relationships
- Designed and fabricated three dimensional graphics
- Started and maintained extensive resource library
- Have extensive knowledge of many production processes
- Designed and maintained Steelhead's lobby gallery
- Onsite supervisor for trade show booth set up and dismantle
- Graphics project leader for Synergy 2000: coordinated and installed all signage and graphics for a 68 partner event.
- Produced permanent exhibit and signage for Maritime Museum in Astoria Oregon

Oct. 1994 - Dec. 1998

**Co-Founder and Designer**

**Hayden Signs & Design**

20714 Hwy 305 Suite 1F | Poulsbo, WA 98370

- Specialty contractor licensed & bonded
- Designed logos and signage for clients
- Fabricated wood, glass, hi density urethane, sandblasted, and plastic signage
- Designed and installed various graphics on vehicles, trailers and boats
- Skilled in owning and managing a small business with six employees
- We sold our sign company to Steelhead Productions

**Production Knowledge:**

Vinyl Graphics  
Silkscreening  
4 Color Printing  
Large Format Digital Printing  
Metal Fabrication  
Waterjet Cutting  
Laser Cutting, CNC Routing  
Sandblasting  
Chemical Etching  
Lost Wax Casting  
Silversmithing & Soldering  
LED, Neon, Fiber Optics  
Decorative Finishes  
Faux Painting  
Anodizing  
Powdercoating  
Arcylic & Plastic Fabrication  
Model Making  
RTV Mold Making & Epoxy Resins  
HDU & Woodcarving  
Framing & Construction  
Drywall & Wall Finishes  
Ceramics, Raku & Glazes  
Sewing  
Lampworking-Glassbead Making

**Education:**

2001-2003  
Pratt Fine Art School Seattle, WA  
Metal Smithing  
Lost Wax Casting  
1990 - 1991  
University of Nevada, Reno  
Interior Design Major  
1986 - 1990  
Reno High School. Reno, NV  
Special Vocational Training  
2 years mechanical drafting  
1 year printing & graphics  
1 year CAD

alicia  hanson

1828 California Street  
Oceanside, CA 92054  
949.547.3859  
a@aliciahanson.com

www.aliciahanson.com