

Alicen Armstrong Brown

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**GRAPHIC DESIGN, SOUTHERN MAINE/NEW HAMPSHIRE
1995-PRESENT**

Manage own design studio with focus on business identity development and its applications to print, web, packaging and publications.

CLIENTS:*New Hampshire Coalition Against**Domestic & Sexual Violence, CONCORD NH**Little Big Farm Foods, PORTSMOUTH NH**The Mmoon, SAN JOSE CA**NH Children in Nature Coalition, CONCORD NH**Milestone Engineering & Construction, CONCORD NH**Christopher P. Williams Architects, MEREDITH NH**United Way of the Greater Seacoast, PORTSMOUTH NH**The Gundalow Company, PORTSMOUTH NH**Graf Architects, NEWBURYPORT MA**McLean Communications, MANCHESTER NH**Entrepreneur Press, IRVINE CA**Bricsnet, SAN FRANCISCO/PORTSMOUTH/SPAIN**High Liner Foods, PORTSMOUTH NH**Tangram 3ds, PORTSMOUTH NH**New Hampshire Audubon, CONCORD NH**York County Community College, WELLS MAINE**Anthem Blue Cross of Maine (Creative Co-op client)**Wiggin & Nourie (Creative Co-op client)**N.H. Charitable Foundation (Brown & Co. client)***FREELANCE, SAN FRANCISCO BAY AREA
GRAPHIC DESIGNER 1987-1995**

Worked on projects in various phases of design and/or production with the following firms:

- Smith & Hawken (Gardening Catalog, Retail Promotional & Packaging Graphics)
- Axion Design (Packaging Design)
- McKesson Corporation Marketing Services (Pharmaceutical Product Promotions, Corporate Communications)
- Landor Associates (Corporate Identity Design and Applications)
- Primo Angeli (Packaging Design)
- San Francisco Focus Magazine

AWARDS:

2003 NH Internet Awards: Canterbury Shaker Village Web site design

1999 NH Creative Club Award of Excellence and Print Magazine, Big Boom Brown Six Pack promotion

1999 NH Creative Club Award of Excellence, Corporate Identity for Pure Barnyard

1998 NH Creative Club Award of Excellence, Brown & Company web site

1986 Communication Arts Award of Excellence, Corporate Identity for *Hold Everything*

**LERNER SHOPS (THE LIMITED SHOPS), NEW YORK
GRAPHIC DESIGNER 1986-87**

Worked in the Marketing Department Headquarters for the newly reorganized women's retail stores (700 stores). Various projects included: wrist watch face designs, shirt graphics, emblem designs, and labels for store brand products.

**GENSLER & ASSOCIATES, ARCHITECTS, SAN FRANCISCO
GRAPHIC DESIGNER 1985-86**

Worked with three other designers as an in-house graphics group providing print and architectural graphic services. Major projects included: Signage programs for Crocker National Bank Main Office, and for the law firm of Heller, Ehrman, White & McAuliffe; Business Identity program for "Hold Everything" retail stores; Logo design for Jessica McClintock retail store and product line.

**SEVENTEENTH STREET STUDIOS, OAKLAND, CALIFORNIA
GRAPHIC DESIGNER 1982-85**

Managed own business in studio with four other designers producing promotional and identity graphics. Major projects included: Cover illustration for 1983 Pacific Bell Telephone Book; Graphic Identities for Cody's Books in Berkeley, Dorothy Weiss Gallery, and Squid's Restaurant/Bar in San Francisco.

**THE OAKLAND MUSEUM, OAKLAND, CALIFORNIA
GRAPHIC/EXHIBITION DESIGN INTERN 1981-82**

Assisted Chief Designer with exhibition design and installation; acted as the in-house graphic designer. Major projects included: new signage program for the museum, exhibition promotion and signage for three nationally traveling exhibitions, stationery program for the Oakland Museum Association.

EDUCATION:**CALIFORNIA POLYTECHNIC STATE UNIVERSITY,
SAN LUIS OBISPO**

1981 Bachelor of Science degree in Applied Art and Design/Graphic Design

UNIVERSITY OF CALIFORNIA, IRVINE

Fine Arts Major, 1976-78