



ALLIE OCHOTORENA

CREATOR | LEADER | GRAPHIC DESIGNER

CONTACTS

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- 🏠 Raleigh, NC

EDUCATION

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

WEBSITE

- AlexandraOchotorena.com**
Password- Packerspass

SKILLS

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

ABOUT

I am a graphic designer specializing in sports, currently with the Carolina Hurricanes. My internship with the Green Bay Packers allowed me to lead social media and design initiatives while refining my creative skills. With a background in Division 1 college tennis, I bring a keen understanding of the sports world's energy and dynamic nature to my work. I am excited to leverage and lead my expertise to make a creative impact in the sports industry.

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 Local, presenting final designs to the team owner.
- 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.
- Produced video, photo and graphic content on @PackersEverywhere for Twitter, Instagram & Facebook.
- Developed marketing graphics for numerous entities under the Packers oversight including Lambeau Field, Titledown 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.