

DONALD HAMPTON

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ABOUT ME

Hello! I am a Senior Brand Designer that specializes in branding and illustration. I have 3 years of experience working in a health and wellness branding group and 5+ years of experience working at a financial technology start-up. I currently reside in Brooklyn with my cat named Forest and wouldn't want it any other way.

WORK EXPERIENCE

AlphaSense

Senior Brand Designer Brand Designer

October 2022 - Present April 2019 - October 2022

- Work with the Marketing Team to promote AlphaSense by creating materials such as one-pagers, guides, landing pages, digital and social ads, event collateral, social media posts, webinars, blog post graphics, and more
- Collaborate with Sales on various projects to support the selling process, recently having led the design of a 3-day sales event in Orlando, FL
- Created a brand guideline book and templates to ensure consistent brand identity across all touchpoints
- Create motion graphic videos for product education and social media
- US Regional Chair for LGBTQ-AI, AlphaSense's employee resource group dedicated to amplifying LGBTQIA+ voices and making the workplace a safe and welcoming environment for everyone

FCB Health

Branding Designer

September 2016 - April 2019

- Worked under the guidance of a Design Director in the development of brand identity systems, color palettes, and logos for global pharmaceutical companies such as Novartis, AbbVie, Gilead, and Pfizer
- Designed the logo and brand systems for Piqray, Camcevi, and Nexletol/Nexlezet
- Led the packaging re-design for Imbruvica, the 7th highest-selling pharmaceutical drug globally
- Was responsible for the guidance and implementation of brand identity systems in partnership with the agency advertising teams
- Contributed to the creation of brand naming and brand strategy through the execution of brand audits and competitive analysis
- Represented the brand design team in cross-agency team meetings and design presentations

EDUCATION

Fashion Institute of Technology

Bachelor of Fine Arts in
Advertising Design

Minors in Art History and
Creative Technology

May 2016

Penn State Harrisburg

Associate of Letters, Arts, and
Sciences

May 2012

SKILLS

Proficient in:

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe After Effects
Adobe Premiere Pro
Adobe Acrobat
Sketch
Figma
Procreate
Microsoft Office Suite
Google Tools Suite
Vectary 3D