ALICIA HOPE, MFA

DESIGNER ▪ EDUCATOR

CURRICULUM VITAE

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CURRICULUM VITAE

Portfolio:www.espoirdesign.com

≡ PROFESSIONAL PROFILE

Graphic Design Educator & Creative Professional specializing in brand development, design strategy, and typography with experience in UX design.

≡ EDUCATION

| 2011 | Master of Fine Arts Media Design | Full Sail University | **Orlando, Fl.** |
| 2009 | Bachelor of Science Graphic Design | Florida Agricultural and Mechanical University | **Tallahassee, Fl.** |

≡ ACADEMIC APPOINTMENTS

School of Journalism & Graphic Communication | Florida A&M University | Tallahassee, Fl.

Present

Instructor | Division of Graphic Communication
Teach undergraduate graphic design and UX design courses across multiple levels within the Journalism and Graphic Communication program. Deliver instruction in both traditional and online formats, focusing on design fundamentals, branding, UX principles, and conceptual development through campaign based projects, real world applications, and curriculum development, while contributing to broader university initiatives.

2021-2022

Adjunct Professor | Division of Graphic Communication
Served as a full-time adjunct teaching undergraduate graphic design courses and co-taught UX coursework in collaboration with Google instructors. Mentored students in design thinking, digital tools, and professional development, supporting portfolio development and career readiness. Served as advisor for Campus Plus, a student organization focused on body positivity and community engagement.

2019-2021

Visiting Assistant Professor / Program Coordinator | Division of Graphic Communication
Taught a full course load while serving as Program Coordinator for Graphic Communication. Supported curriculum planning and academic coordination, contributing to program structure and course development.

2017-2019

Visiting Professor / Program Coordinator | Division of Graphic Communication
Delivered undergraduate instruction in graphic design while supporting program coordination and student development initiatives.

2014-2017

Adjunct Professor | Division of Graphic Communication
Taught part-time undergraduate design courses focused on Adobe Creative Cloud, portfolio development, professional practice, and foundational design principles.

≡ PROFESSIONAL EXPERIENCE

2010-2017

Senior Graphic Designer | The Marome Agency| Fort Lauderdale, Fl.
Developed design concepts from initial idea to final execution while collaborating with clients to create promotional marketing collateral, including brochures and posters for established brands.

2010-Present

Owner & Graphic Designer | ESPOIR DESIGN| Tallahassee,Fl.
Lead design projects for a range of clients, creating editorial layouts and digital designs across branding, print, and digital media, delivering strategic, problem-solving solutions.

≡ AWARDS & HONORS

2024

Judges Award, Florida Print Awards
Awarded for outstanding achievement in logo design.

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☰ CERTIFICATES & TECHNICAL SKILLS

Google UX Design Certificate *(2026)*

Adobe Education Institute Fellow *(2025)*
Teach AI Responsibly; Collaborate Across Campus; Create Video; Design Presentations & Webpages; Introduction to Adobe Express

Adobe Creative Cloud:
Photoshop, Illustrator, Indesign, Express, Figma, Keynote & AfterEffects

Microsoft Office Suite:
Word, Powerpoint, & Excel

☰ PROFESSIONAL AFFILIATIONS

AIGA | *American Institue for Graphic Arts: Member*
AIGA advocates for a greater understanding of the value of design and designers in government, business, and media. We inspire designers and the public by sharing the most exciting design work and engaging in thoughtful, provocative discussion on pressing issues. We aim to enhance professional development through enriching learning opportunities at all levels.

UCDA | *The University & College Designers Association: Member*
The University & College Designers Association (UCDA) inspires designers working in academia in North America and around the world by delivering relevant programming and benefits in a personal and thoughtful way. The organization provides for the professional and personal growth of its members, and advocates for designers' and educators' roles within their institution. UCDA works to elevate the importance of design overall.

☰ PRESENTATIONS

2024 – Present
Moderator & Training Facilitator: *Graphic Design Week*
Lead annual hands on workshops and moderate sessions designed exclusively for graphic design students, with a focus on skill development and technical training. Provide instruction in Adobe Illustrator, InDesign, and Photoshop to strengthen design execution and software proficiency.

2018- Present
Moderator & Program Coordinator: *SJGC Grads Are Back*
Coordinate and host annual networking event for design students and alumni. Lead discussions with industry professionals and facilitate Q&A sessions that provide insight into career development, portfolio expectations, and navigating the design industry.

2022-2025
Training Facilitator: *Living Learning Community (LLC)*
Facilitated a two-day training program for first-year students in Journalism, Public Relations, and Graphic Design. Taught Adobe Illustrator, Photoshop, and InDesign fundamentals while guiding students in creating resumes for capstone and web presentation.

2022-2024
Training Facilitator: *FAMU STEM Day*
Facilitated interactive activities for middle and high school students, representing the School of Journalism & Graphic Communication. Supported outreach efforts by engaging prospective students in exploring academic programs and opportunities at FAMU.

2022-2023
Division Representative: *Provost Listening Tour, Graphic Communication*
Represented the Graphic Communication division in a presentation to the incoming Provost, highlighting student work and outlining program goals, curriculum focus, and student outcomes.

2021
Training Facilitator: *The Dow Jones News Fund HBCU Digital Media Institute*
Participated in a three-day digital media training focused on news-gathering tools, storytelling (including podcasting), graphic design, videography, social media management, data visualization, immersive media, and coding. Led Clever Creatives: A Beginner's Guide to Graphic Design, introducing students to creative thinking, concept development, and problem-solving while building foundational skills in Adobe Creative Suite.

2019	**Presenter:** *Lunch and Learn Session National Association of Black Journalists (NABJ)* *Multimedia Short Course Intensive SJGC* Delivered a session on communicating brand messages through visual design, focusing on layout principles, typography, and photography across print and digital media.
2017-2019	**Program Coordinator:** *Graphic Communication Student Professional Portfolio Review* Coordinated portfolio review events where industry professionals provided critique and feedback to junior and senior graphic design students.

ACADEMIC SERVICE

School of Journalism & Graphic Communication | Florida A&M University | Tallahassee, Fl.

Leadership Roles

Scholarships & Internal Student Awards, Chair (*2025-Present*)
Program Coordinator, Division of Graphic Communication (*2018- Present*)
Assessment Committee, Chair (*2020- 2024*)
SACSCOC 7yr Assessment Review, Chair *(2022-2023)*
Assessment Committee, Co-Chair (*2018- 2020*)

Committee Service

University Faculty Senate, Member *(2023-2027)*
University Committee on Committees, Member *(2025-2027)*
University Faculty Senate AI Committee, Member *(2025-2027)*
University Steering Committee, Member *(2023-2025)*
Disney Storytellers Fund Selection Committee, Member *(2023-2026)*
Curriculum Committee, Member *(2024-2025)*
Curriculum Development, Graphic Communication, Contributor *(2018- Present)*
Coordinator Academic Programs Search Committee, Member *(2024-2025)*
Recruitment and Admission Committee, Member *(2018- Present)*
Grads Are Back Committee, Member *(2018- Present)*
Campus Plus Student Organization: Advisor (*2021-2022*)

Search Committees

Academic Conduct & Grievances Committee, Member (*2017- 2018; 2025- 2026*)
Recruiter/Outreach Coordinator Committee, Member *(2023-2024)*
Dean Office Managers Search Committee, Member *(2019- 2020)*
Sr. Art & Publication Production Specialist Search Committee, Member *(2018-2019)*
Journalism Assistant Professor Search Committee, Member *(2017-2018)*

DESCRIPTION OF COURSES TAUGHT

School of Journalism & Graphic Communication | Florida A&M University | Tallahassee, Fl.

GRA 4942: PRACTICUM II
This is a senior level course for students wishing to follow a major involving graphic communications. The course builds upon the information presented in Practicum I. In Practicum II student teams are empowered to work together in design teams preparing them for an internship experience. Final projects for their portfolio reflect their teamwork experience and application of professional design standards, research, and technical skills in the production of a full service advertising campaign to include web and social media components on the senior level.

GRA 4531: ADVANCED TYPOGRAPHY
Advanced Typography is an advanced typography course for students wishing to follow a major involving graphic communications. The principles of typography, as applied in publishing plus advertising design and digital applications, form the core content of this course.

GRA 3816: CONCEPTUAL THINKING
This course focuses on research-based design and critical thinking to develop strong conceptual designs. Students will learn to challenge conventional thinking, justify their design choices through research, and createmeaningful, strategic work. By the end, students will be equipped with essential skills to become criticalthinkers in design.

GRA 3521: INTERNET PUBLISHING & RESEARCH
Throughout the course, participants will learn a comprehensive UX process, taking strategic steps toward a solid design solution and proposal. Students will learn UX terminology, agile methodologies, and research and design techniques through a series of practical design exercises that are being widely adopted by industry-leading companies to seek talents. This course ultimately aims at helping students become confident UXers.

GRA 3512: BRAND IDENTITY SYSTEMS
Helps the students understand the role of branding in the advertising process, as well as its importance in a business context to a company's bottom line. Brand identify systems surrounds us, influencing decision making as well as impacting how we interact with our environment. Students enrolled in this course are charged to maximize this impact designing a brand identify system steeped in research, strong design, and testing.

GRA 3139: TIMED BASED DESIGN
For graphic designers, Time Based Design, from website to television broadcast s to motion picture, require a definitive knowledge of graphic design principals, animation fundamentals, and the basic concepts of motion. When used properly motion can effectively add another dimension of action and excitement as well interactivity and meaning that can serve to better communicate.

GRA3135: USER EXPERIENCE DESIGN
This course delves into the principles of user-centered design, equipping students to create functional and user-friendly interfaces by understanding diverse user needs and applying a human-centered approach. Students will master the design thinking process, utilizing wireframes and prototypes to effectively communicate and iterate on designs, while strategically selecting UI elements and interactions for optimal user experience. Through hands-on application of visual design principles and industry-standard tools like Figma, students will learn to craft engaging UIs and critically evaluate their effectiveness through usability testing and performance metrics.

GRA 3102: GRAPHIC COMMUNICATION AND USABILITY
Develops an understanding of a basic design work needed for a client or corporation. Students will learn how to research, analyze, and promote a company's core values and to develop effective marketing communications to include Social Media applications and principles. In applying this knowledge to creative projects, students will gain additional insight into their research that they can then utilize in the development of future projects.

GRA 2511: PACKAGING DESIGN
An Introduction To The Procedures And Considerations For Preparing Packaging Designs. Students Examine The Unique Constraints Of Various Forms Of Packaging, Including Point-of-purchase Displays And Sales Promotional Materials.

GRA 2508: COLOR AND COLOR THEORY
The study of current color theory with historical context showing the implications and impact on every-day life. Subjects covered include theory, history, physical properties, physiological perception plus the printing and digital implications for graphic design.

GRA 2157: COMPUTER GRAPHICS FOR DESIGNERS
Develops an understanding of the advanced steps needed to establish a digital footprint and build a professional portfolio. Students will build a portfolio that showcases their previous work and prepares them for a career in design. Students will learn how to use web design to market themselves and attract potential employers. The projected goal of this course is to develop a professional portfolio that can be submitted with job applications, used to secure internships, and used for entrepreneurship purposes.

GRA 2114: GRAPHIC DESIGN II
An advanced course in computer graphics emphasizing the creative and practical aspects of producing desktop publications. Major topics include the creation of advertising and illustration graphics, business animation, page layouts, and lettering designs.

GRA 1433: BASIC COMPUTER OPERATION - *Online nd Traditional Instruction*
This is an introductory course designed to teach students specific software used within the graphic design industry. Student will learn foundational techniques and skills while developing an understanding of the Adobe Creative Suite and basic computer functionality.

GRA 1333: GRAPHIC ARTS MATERIALS AND PROCESSES
Is focused on three-dimensional packaging design. The course covers the application of color, image, and type to the three-dimensional surface. By designing and building various structures, the studentwill develop skills and expand their knowledge of materials and how to use them. The course also explores the conceptual application of packaging, package as object, container, storage, and protection, as well as theprofessional aspects of the packaging design process, problem solving for clients, marketing, printing and manufacturing.

GRA 1206C: TYPOGRAPHY
This is an introductory course applying the basic principles of typography, as applied in publishing plus advertising design and digital applications, form the core content of this course.

GRA 1111C: BASIC DESIGN PRINCIPLES - *Online and Traditional Instruction*
This course focuses on how the rules of design are applied to create effective communications within a composition. Students will gain an in-depth understanding regarding foundation fundamentals using the elements and principles of design.

GRA 4941: PRACTICUM I
This is senior level course for students majoring in graphic communications. The course stresses supervised, self-motivated, research plus the employment of entry-level professional design skills. Students work closely with the instructor in the building of teamwork and a strong portfolio project to include basic web concepts and social media principles.

GRA 3921: GRAPHIC DESIGN COLLOQUIUM
This is a course designed to help students develop critical thinking skills in order to prepare them for unexpected issues that can arise in the design field.