

ISHMAEL MORGAN

Designer • Developer • Creative Director

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Multidisciplinary designer and creative director with 8+ years of experience spanning branding, print production, digital design, and front-end web development. Founder of ALRECZ, a self-built creative platform and e-commerce site developed with Next.js, React, and TypeScript. Gold and Silver American Advertising Award winner with a record of delivering high-impact visuals for clients ranging from Coca-Cola to international sporting events.

TECHNICAL SKILLS

Languages: TypeScript, JavaScript, HTML5, CSS3

Frameworks & Libraries: React, Next.js, Tailwind CSS, Framer Motion

Development Tools: Git, GitHub, Vercel, VS Code, npm

Design & Creative: Adobe Creative Suite, UI/UX Design, Responsive Web Design, Typography, Page Layout, Digital Illustration, Branding, Creative Direction, Motion Graphics, 3D Design, Photography, AI Image Generation, Asset Optimization

SEO & Deployment: Search Engine Optimization (SEO), Google Search Console, Open Graph, Metadata Management, Sitemap Generation, Custom Domain Configuration, Production Deployment

Marketing & Content: Social Media Management, Marketing & Advertising, Content Creation

FEATURED PROJECT

ALRECZ Creative Platform | Personal Brand, Portfolio & E-Commerce Website

2026

www.alrecz.com • Next.js, React, TypeScript, Tailwind CSS, Framer Motion, Git, GitHub, Vercel, Google Search Console, SEO, AI-Assisted Development

- Designed and developed a fully responsive personal portfolio and e-commerce website using Next.js, React, TypeScript, and Tailwind CSS.
- Created a custom user interface featuring immersive animations, interactive galleries, and modern motion design using Framer Motion.
- Built custom portfolio, exhibition, archive, laboratory, and online shop pages on a scalable, reusable React component architecture designed to support future content, products, and exhibitions.
- Designed and integrated AI-generated and original digital artwork, optimizing all assets for web performance and responsive layouts.
- Implemented end-to-end SEO — metadata, Open Graph and social sharing tags, robots configuration, XML sitemap generation, and canonical URLs — then verified the site with Google Search Console, submitted sitemaps, and optimized indexing for search visibility.
- Configured custom domain deployment on Vercel with automated production deployments from GitHub, managing source control with Git branching, commits, and production workflows.
- Collaborated with AI development tools to accelerate UI/UX design, debugging, code generation, and feature implementation while maintaining full ownership of project architecture and final decisions.
- Tested and optimized the site across desktop and mobile devices, improving accessibility, responsiveness, and loading performance.

EXPERIENCE

Signage & Creative Coordinator | World Police and Fire Games

Jan 2025 – Jul 2025

Remote, with a focus on Birmingham, AL

- Spearheaded the planning, design, and production of all event signage, banners, wayfinding systems, and large-format graphics for an international sporting event hosting 10,000+ attendees and participants.
- Coordinated end-to-end creative processes — conceptual design, vendor sourcing, print production, and on-site installation — ensuring brand consistency and high visual impact across multiple venues.
- Collaborated cross-functionally with marketing, operations, and event management teams to align signage strategy with event branding and audience engagement goals.

Senior Designer | Magic City Youth Initiative

Apr 2023 – Oct 2024

Remote, with a focus on Birmingham, AL

- Led the development of visual identity systems for campaigns, programs, and events, ensuring alignment with the organization's mission and goals.
- Designed branding materials — logos, flyers, posters, and promotional assets — to enhance visibility and engagement within the community.
- Directed the creation of digital content, including social media graphics, website assets, and email marketing templates, driving consistent online engagement.
- Collaborated with leadership and program coordinators to develop design strategies for youth-focused initiatives.

Design & Print Specialist (Internship) | Coca-Cola

Feb 2022 – Jan 2024

Hybrid, with a focus on Birmingham, AL

- Created print and digital designs — brochures, posters, large- and small-format media, and event materials — adhering to Coca-Cola's global branding standards.
- Assisted in the development and execution of marketing campaigns, providing design support for key initiatives and products.
- Produced large- and small-format print materials, ensuring high-quality outputs that met project specifications and deadlines.
- Collaborated with the marketing and communications team to conceptualize and design promotional assets for events, advertising, and corporate programs.

Design & Print Specialist | Crane Works

Jan 2021 – Dec 2022

Hybrid, with a focus on Birmingham, AL

- Designed and produced print and digital marketing materials, including brochures, flyers, posters, social media assets, presentations, and website designs.
- Installed custom media, including vinyl wraps and decals, on vehicles, commercial equipment, and billboards, ensuring accuracy and adherence to brand guidelines.
- Consulted directly with clients to understand branding and design requirements, delivering professional, high-quality solutions.
- Managed the production process for print and digital assets, ensuring on-time delivery, quality assurance, and brand consistency.

Graphic Artist & Print Manager | UPS

Mar 2017 – Feb 2020

Hybrid, with a focus on Birmingham, AL

- Designed and produced a variety of print materials — small and large-format prints, booklets, logos, flyers, and pamphlets — tailored to client needs.
- Managed the end-to-end print production process from design conceptualization to final output, ensuring accuracy, brand consistency, and timely delivery.
- Oversaw inventory management for printing supplies, maintaining stock levels and minimizing disruptions to production schedules.
- Maintained detailed records of customer orders, design jobs, and project progress, enabling efficient workflows and prompt client updates.

COLLABORATIONS

Management & Content Creator | Dewon Moton Arts

Apr 2024 – Present

Remote, with a focus on Birmingham, AL

- Oversee project timelines, coordinate client communications, and support the execution of large-scale mural and public art initiatives.
- Create digital content — social media graphics, promotional materials, and video highlights — to enhance visibility and audience engagement.

Designer & Creative Direction | Reign Czek

Mar 2024 – Present

Remote, with a focus on Birmingham, AL

- Develop and execute creative strategies that elevate the brand's visual identity and digital presence.
- Design logos, social media graphics, promotional assets, and print collateral; produce photography, videography, and multimedia content that captures the essence of the brand.

Founder & Designer | The Kickback

May 2024 – Present

Remote, with a focus on Birmingham, AL

- Founded and organize events that serve as vibrant platforms for Alabama's artistic and creative community, showcasing local talent and fostering meaningful connections.
- Design event branding and promotional assets that drive engagement and amplify the impact of each event.

AWARDS & EXHIBITIONS

- American Advertising Awards — Gold & Silver, Marketing & Illustration (2024)
- UAB 45th–48th Annual Juried Student Exhibition — Birmingham, AL (2021–2024)
- JSU Black History Month Juried Show — Jacksonville, AL (2021)

EDUCATION

Bachelor of Fine Arts, Graphic Design

2024

University of Alabama at Birmingham