

RESUME

2020

DESIGN BY
Alyssa B.

DESIGNBYALYSSAB.COM
DESIGNBYALYSSAB@GMAIL.COM
126 CLEARVIEW CT
DERBY, CT 06418
203-400-5456

ENTHUSIASTIC DESIGNER with over 10 years experience in designing packaging, print, web and photography direction. Always looking to optimize creativity, innovation and efficiency, I dive into new projects with an optimistic outlook, seeking out the ideal solution. Strong conceptual and typographical backgrounds, and quick to learn new software, experience in using 3D rendering software, and at home in the Adobe Creative suite. I personally prioritize efficient, functional, clean, modern, aesthetically pleasing design. I strive to integrate a balanced outlook and the lessons I've learned into my work.

EDUCATION

Bachelor of Arts, Graphic Design
Sacred Heart University
Class of 2012

MASTERED SOFTWARE

Adobe Illustrator	Adobe Dimension	Asana
Adobe Photoshop	Artios CAD	Powerpoint
Adobe InDesign	Data Asset Management	Mac OS
Adobe After Effects	Microsoft Office Suite	Windows

EXPERIENCE

SCS DIRECT, INC. Packaging Design Manager (2014-current)

In over 5 years, I've come to realize my strengths and the true meaning of being a multifaceted designer. Promoted to manager in 2016, I've happily taken on initiatives to integrate teamwork into producing consistent, professional and efficient design. In my current role, I've had the pleasure of taking on projects with tight deadlines and was entrusted with the task of exceeding expectations for important licensor clients. I consider a great day one where I can make a client smile and delight them with great design solutions.

Managing and Designing multiple in-house brands and packaging, organized artwork releases, preparation & pre-press.

Designing custom dielines, original packaging, tested and executed on CNC machine, as well as neat handmade mockups as required.

Collaborating within a creative team, coordinating optimal workloads, creating team goals and milestone achievements.

Accomplishment Highlight *took the initiative to create and design a guideline and reference for the Design Department to assist other departments with the design process, from requesting forms and procedures to pre-press and sample review.*

Accomplishment Highlight *self taught new 3D rendering software and CAD in order to create renders for all new packaging pitches.*

Hardest Lesson *even the best of attitudes can't always replicate the earned experience that comes from years of due diligence.*

STAR STRUCK, LLC. Art Director (2013-2014)

Directed and produced all design deliverables, ranging from packaging, executing licensor standards, magazine advertising, website graphics, and catalog design, including all photography and editing. Worked closely with the on-site assembly factory to optimize and innovate dielines, packing, assembly and shipping methods and protocols.

Managed and Designed multiple in-house brands and packaging, organized artwork releases, preparation including pre-press.

Designed catalog, web and print ads, and updated packaging to adhere to all child safety regulations and warnings.

Accomplishment Highlight *designed and produced a catalog of over 3,000 products.*

Hardest Lesson *the love of design cannot always make up for a lack of opportunity to challenge oneself, it's usually the opposite.*

WHOLE FOODS MARKET Signage Graphic Artist (2012-2013)

Managed all graphics and artistic elements of a Whole Foods Store location. Worked with a unique space to best adapt store-wide initiatives and design guides to best advertise the highlights of each individual team. Learned to lead with my heart and follow up with the ruler and scissors. Teamwork and customer service were priority values I feel I perfected in my time here.

Managed and Designed fast paced, holiday and customer based initiatives, as well as hand-illustrated art on walls and floors.

Created and Illustrated custom chalkboards and prints to delight customers and facilitate connection to highlighted products.

Collaborated with over 8 separate teams, tailoring each design look to highlight their sales goals and best offerings.

Accomplishment Highlight *interacting with Team Leaders and a collaboration in creativity and passion for creative solutions with others.*

Hardest Lesson *even the most carefully crafted and well intentioned systems or rules will have exceptions.*

Notable Licensor Client Work:

Packaging for: Steven Raichlen, Budweiser, Master Chef, Sailor Moon, Eric Carle, Cheerios, Barbeque Pit Boys
PDQ Display and Pitches for: Walmart, Albertsons, Home Depot, Bed Bath and Beyond, Lowes, Publix