

Alyssa Gardner

GRAPHIC DESIGNER

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EDUCATION

University of Cincinnati

CINCINNATI, OH * CLASS OF 2018

College of Design, Architecture, Art, and Planning
Graphic Communication Design Major

Participated in the Professional Practice Program alternating semesters of study with work in the field of graphic design

HONORS & ACTIVITIES

Cincinnatus Scholar, Richard and Jean Coyne Family Scholar, Dean's List all semesters, UC Mural Design Contest Winner, Queen Bee Half Marathon Poster Contest Winner, AIGA Member

SKILLS

Illustrator	SparkAR	Illustration
Photoshop	Microsoft Office	Linocut
AfterEffects	Google Suite	Storyboarding
Premiere Pro	Monday.com	Animation
InDesign	HTML & CSS	Wireframing
Sketch	Wix	Copywriting
InVision	Procreate	
Cinema4D		

INTERESTS

Crafting, thrifting, floral design, live music, stand-up comedy, sand volleyball, museums, nature, sustainability

REFERENCES

Eddy Dolan

CREATIVE ART
DIRECTOR AT
THE PLAID PENGUIN
eddy@theplaidpenguin.com
336.403.5922

Joe Haubenhofner

FOUNDER AND CEO OF
THE PLAID PENGUIN
joe@theplaidpenguin.com
952.210.9397

Dave Mason

PAST HEAD MOTION
DESIGNER AT
WHEELHOUSE MEDIA,
CXO OF DOVEY
dave@doveydates.com
980.308.2422

David Loock

OWNER OF DIGITAL
DAVID AND CHEF MEDIA
GROUP
digitaldavid01@gmail.com
513.520.4645

EXPERIENCE

The Plaid Penguin

CHARLOTTE, NC * JUL 2020-OCT 2022

Senior Brand Designer: Created and curated memorable brands within the food, beverage, and hospitality industry.

- Designed brand identities that include logos and supporting marks, illustrations, patterns, typography and photo treatments
- Provided ongoing creative support designing collateral, email and social campaigns, menus, print and digital advertisements, signage, merch and packaging
- Illustrated elements in various styles to enhance brands and materials
- Created and maintained websites for new and existing clients
- Prepared final artwork for print production on various packaging, merchandise, and signage

Atypic Craft

CHARLOTTE, NC * NOV 2019-APR 2020

Junior Graphic Designer: Worked within brand standards to design social media campaigns and assisted with preliminary steps of web design.

- Designed static and animated social media posts
- Created augmented reality Instagram filters
- Organized site maps for senior web designers

Wheelhouse Media

CHARLOTTE, NC * SEPT 2018-SEPT 2019

Graphic and Motion Designer: Designed and applied motion graphics to video pieces to better tell a story.

- Executed motion pieces from concept to storyboard through animation and final delivery
- Designed and illustrated files for animation
- Collaborated with developers to create Augmented Reality app experiences
- Edited video footage to tell brands' and individuals' stories in effective and intriguing sequences

UC Sustainability

CINCINNATI, OH * AUG 2016-AUG 2018

Graphic Designer/Advocate: Designed event flyers, planned and executed outreach events promoting sustainability on campus.

David Stark Design and Production

BROOKLYN, NY * AUGUST-DECEMBER 2017

Graphic & Event Design Co-op: Created visual identities, environmental graphics, and smaller typographic pieces for events. Prepared final artwork for production on various materials and applications, directed event installation.

Fossil Group

RICHARDSON, TX * JAN-APR 2017

Graphic Design Co-op: Experimented with markmaking methods and illustration styles to make imagery for new products and marketing pieces.

Gallagher and Associates

SILVER SPRING, MD * MAY-AUG 2016

Graphic Design Co-op: Designed environmental graphics for exhibits working within existing design systems, selected materials, and prepared artwork for various production methods.

Kraemer Design + Production, Inc.

CINCINNATI, OH * JAN-MAY, AUG-DEC 2015

Graphic Design Co-op: Designed and illustrated environmental graphics for children's exhibits, led client discussions and prepared artwork for production.

Freelance

ANYWHERE & EVERYWHERE * AUG 2013-PRESENT

Graphic Designer, Illustrator, and Animator