

ALYSSA WATKINS

815.997.7347

alyssawatkins.com

alyssa@alyssawatkins.com

A *motivated* and solution-oriented graphic designer with 10+ years of multi-industry experience seeking a design position with longevity, creative challenges, and a positive atmosphere.

EDUCATION

University of Illinois

BFA in Graphic Design

Business Minor

May 2015

AWARDS & RECOGNITIONS

MUSE Creative Award — 2024

Accent on Adventure | Silver

MUSE Creative Award — 2023

Sylvamo Digital Flipbook | Gold

University of Illinois

Academic Awards

Chancellor's Scholar 2011–2015

Edmund J. James Scholar 2011– 2013

ORGANIZATIONS

Chi Omega Omicron Chapter

Active Member | 2011 – 2015

PROFICIENCIES & EXPERIENCE

- Adobe Creative Suite
- Audacity
- After Effects
- Photography
- HTML/CSS
- Wordpress
- UI/UX
- Excel VBA
- Squarespace
- Microsoft Office
- Hubspot
- Google Apps
- Preflight
- Mac OS
- Windows OS
- Photography
- AI Collaboration
- PageProof

PROFESSIONAL EXPERIENCE

Senior Graphic Designer

Trekk Design, Inc, Rockford, Illinois | June 2021-Current

Serve as the creative lead for several high-level projects at a midsize, full-service marketing agency, guiding the vision and execution from initial concept through final delivery. Conceptualize campaigns, establish creative direction and develop brand assets, digital and print visuals, websites, presentations, advertisements and marketing emails across a large client portfolio. Develop and maintain quality-control protocols for brand standards, consistency and overall review, significantly reducing rework. Manage project timelines and vendor coordination while solving complex marketing challenges with distinctive, strategic creative solutions.

Marketing Director / Graphic Designer

Seyller Financial Group, LLC, Rockford, Illinois | February 2020-May 2021

Developed and coordinated marketing objectives for a small financial planning firm. Established brand identity. Produced graphics for digital and print needs, such as: ads, pocket folders, flyers, postcards, event invitations, videos, ads, and presentations. Created email campaigns and compiled lists. Maintained webinar functionality.

Freelance Graphic Designer

Sweet Sentimentality | September 2015 – Current

Create brand identities, and marketing collateral for select clients.

Design wedding and event stationery, day-of-paper goods, and signage for clients. Managing multiple deadlines. Provide excellent customer service.

Graphic Designer

Sunlight Supply, Inc., Vancouver, Washington | May 2017 – November 2017

Worked amongst a large marketing team collaborating to design packaging, sales publications, POS displays, flyers, signage, and manuals for sub brands and authorized dealers. Worked with manufacturers and vendors to meet deadlines, and maintain quality standards. Managed a large workload.

Creative Director / Graphic Designer

New Media NW, Salem, Oregon | January 2016 – December 2016

Coordinated and designed projects from concept through completion for a mid-sized consulting firm. Worked directly with high-profile clients. Designed multimedia material such as print, web, video, photography, and social media marketing. Communicated with external vendors to execute campaign on schedule.

Graphic Design Intern

Greenlee Textron, Rockford, Illinois | June 2015 – September 2015

Collaborated with the large marketing department to design materials across platforms. Upheld effective and efficient communication with product managers. Maintained international brand standards.

Graphic Design Intern

Allegra Print & Imaging, Belvidere, Illinois | March 2013 – August 2013

Designed, preflighted orders, and calibrated printers as part of a small print shop. Used post-production machinery. Maintained excellent customer relations.