



**ALYSSA N.
MYERS**
GRAPHIC DESIGNER

Experienced Graphic Designer with 8+ years of professional experience in digital and print design. Specializes in UI/UX, web design, front-end development, and animation. Known for driving revenue growth and enhancing brand identity through innovative design. Skilled in Adobe Creative Suite, Figma, and WordPress. Excellent at managing projects and leading cross-functional teams to deliver high-quality results on time.

CONTACT

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SKILLS

Key Skills

Digital & Print Design, Front-End Development, UI/UX Design, Responsive Web Design, Motion Design, Animation

Design Software

Adobe Creative Suite, Figma, Autodesk Maya, Toon Boom Harmony, Storyboard Pro, Canva

Technology

AI, Microsoft Office, WordPress, SmartEdit, Shopify, JIRA, Workamajig, Smartsheet, Slack/Teams, Google Analytics, Sailthru, WIN/MAC with Version Control (SVN, GIT)

Programming

HTML, CSS, JavaScript, jQuery, React, PHP, C++, Java, AJAX

EDUCATION

M.F.A. in Animation

JUN 2022
Savannah College of Art & Design

B.F.A. in Graphic Design

MAY 2017
The University of Akron
Williams Honors Scholar
summa cum laude

B.S. in Computer Science

MAY 2017
The University of Akron
Williams Honors Scholar
summa cum laude

EXPERIENCE

Senior Graphic Designer | Publicis Groupe

OCT 2023 – JUL 2024 | Toronto, Canada | Remote

- Led the design and production of high-quality digital and print projects for luxury retail clients, including home page designs, landing pages, social media assets, digital display ads, in-store signage, and client presentations.
- Improved project tracking and retrieval time by 20% by following an organizational system for files, client feedback, and iteration history.
- Developed motion graphics to enhance brand storytelling and engagement, contributing to successful campaigns.
- Collaborated closely with internal teams and clients to ensure brand consistency and alignment with client goals.

Web Graphic Designer (Design Lead) | Signet Jewelers

AUG 2017 – AUG 2023 | Akron, OH | On-site & Remote

- Served as the Lead Designer for the KAY Outlet brand, managing and executing comprehensive digital design projects, from concept to completion, ensuring alignment with brand guidelines.
- Drove significant increases in engagement and conversion rates through data-driven design decisions and motion graphics integration.
- Reduced email development time by up to 50% by leading a modularization project.
- Enhanced average year-over-year (YoY) email revenue increases of 14.54% for KAY Jewelers and 14.91% for KAY Outlet. After my departure in August 2023, KAY Jewelers' email revenue decreased by 14.42% and KAY Outlet's by 62.94%, highlighting the critical impact of my email marketing strategies.
- Secured a 569% increase in page visits, 532% increase in revenue, and 20% increase in conversion by revamping KAY Outlet's Holiday Gift Guide, utilizing skills in digital design and content strategy.

Associate Lecturer (Adjunct Professor) | The University of Akron

AUG 2022 – MAY 2023 | Akron, OH | On-site

- Achieved a 95% student satisfaction rate by effectively teaching Typography and UI/UX design, focusing on Figma and Adobe InDesign, to undergraduate students.
- Increased lecture viewership and ensured student access and understanding by developing and recording approximately 12 Adobe InDesign software demonstration lectures on Typography per course.

Marketing & Graphic Design Assistant | Aramark

FEB 2016 – OCT 2016 | Akron, OH | On-site

- Communicated the needs of The University of Akron's dining program through both digital and print media, ensuring alignment with brand standards and enhancing program visibility.
- Managed digital asset libraries, conducted video editing, and created marketing materials that demonstrated flexibility and attention to detail.

PROJECTS

Reflection – Animated Hybrid Short Film | Director

JAN 2021 – JUN 2022 | www.reflectionanim.com

Directed and produced an animated short film, handling all aspects from story development and art direction to character animation and film editing, as part of my MFA thesis at SCAD.