

ALYSSA RICHARDS

Skills and Abilities

Proficient

Adobe Creative Cloud
Microsoft Office
Brand strategy
Branding and identity development
Typography
Responsive web design
Interactive wireframes and prototyping
UX strategy
UX and UI design
Illustration
Designing for print and production
Ethical practices within design
Interactive presentation design
Interactive document design

Intermediate

Content strategy
Package design
Fabrication

Employment

Independent Graphic Designer and Strategist

Houston, Texas / 2016 – present

- Clients include Inatteso Pizzabar & Café, SRJ Architects, Inc.

Manager of Design and User Experience

Mouth Watering Media, Houston, Texas / 2015 – 2016

- With a foundation in user experience strategy, designed small to large scale responsive websites based on user needs and the clients' business goals
- Worked closely with web developers, directing the transition from design to code, and managing development schedule
- Collaborated with teams of stakeholders and developers, to efficiently and effectively launch web projects using the Agile development method
- Ideated and designed content for internal documents and proposals, managing vendor relationships and print production

Graphic Designer

Softway, Houston, Texas / 2014 – 2015

- Conducted research, created interactive wireframes and designed user interface for small to large scale online applications and websites
- Ideated and developed high-volume, custom illustrations and videos for brands to use on social platforms like Vine, Instagram and Snapchat
- Art directed teams of designers, animators and illustrators to create assets for multiple brands while maintaining each brand's styleguide

Media Designer

SCAD eLearning Department, Savannah, Georgia / 2013 – 2014

- Worked closely with faculty, writers and instructional designers to strategize and execute course content presentation and visual delivery
- Designed and semantically developed accessible online courses within the Blackboard LMS using HTML5, CSS3 and jQuery

Graphic Designer

SCAD Creative Services Department, Savannah, Georgia / 2012 – 2013

- Designed print materials, such as posters, postcards, brochures and books, for departments of the university, while adhering to the SCAD brand identity
- Worked closely with writers, photographers, interactive services and communication managers to execute creative communications across internal and external audiences, in both digital and print media

Education

Savannah College of Art and Design

Savannah, Georgia / 2008 – 2012

Bachelor of Fine Arts in Graphic Design, Magna Cum Laude

SCAD Study Abroad Program

Lacoste, France / 2011

Involvement

2012 Design Ethos Conference

2012 InDesign for Interactivity Conference

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