

# ALYSSA WALLACE

BRAND DESIGNER

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Innovative and detail-oriented Graphic Designer with expertise in Adobe Creative Suite and a strong background in both print and digital design. Passionate about crafting cohesive brand identities, executing impactful rebranding projects, and developing engaging marketing assets. Adept at collaboration, problem-solving, and delivering creative solutions that enhance brand presence and drive engagement.

## WORK EXPERIENCE

### Lead Graphic Designer

Super Purposes | November 2024 – September 2025

- Lead a team of graphic designers, providing guidance, creative direction, and constructive feedback
- Assign projects based on team members' strengths and current workloads to ensure balanced productivity
- Track project progress and monitor individual workloads to optimize team efficiency and output
- Conduct interviews and assist in onboarding new design team members
- Oversee the visual consistency and quality of all design work across multiple platforms
- Collaborate with cross-functional teams to align design solutions with overall brand goals and campaign strategies

### Graphic Designer

Mt. Calvary Baptist Church | July 2023 – November 2023

- Led rebranding efforts, starting with a refreshed logo and expanded brand identity.
- Conducted audience research to align design with the church's mission and outreach goals.
- Rebranding efforts drove a 25% increase in congregation growth and engagement.

### Graphic Design Specialist

FCI Brands | August 2024 – September 2024

- Designed compelling T-shirt graphics for various clients, ensuring brand consistency.
- Collaborated with a team of designers to execute projects from concept to completion.

### Graphic designer

Life Herbs | 2023 – 2024

- Developed a comprehensive brand identity, starting with a logo and expanding to marketing collateral.
- Designed product labels that increased sales and brand visibility by 35%.
- Created a style guide to maintain brand consistency in future projects.
- Contributed to a 40% increase in overall sales and market visibility.

### Graphic Design Specialist

Opportune Independent Publishing Co. | February 2023 – Present

- Designed visually engaging book covers and marketing materials for independent authors.
- Created social media ads, flyers, and business cards to support branding and promotion.
- Increased design production output by 50% through efficient workflow improvements.

## EDUCATION

### Savannah College of Art & Design

B.F.A. in Graphic Design | 2018 – 2023

## DESIGN SOFTWARE:

- Adobe Creative Cloud (Photoshop, Illustrator, InDesign), Figma, Procreate, Canva, CapCut, procreate dreams

## PRODUCTIVITY TOOLS:

- Microsoft office
- Keynote

## SOFT SKILLS:

- Creativity & Problem-Solving
- Communication & Collaboration
- Time Management & Organization
- Adaptability & Flexibility
- Attention to Detail
- Self-Motivation & Initiative
- Storytelling & Branding Strategy