

Alissa Small

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Profile

Methodical, innovative, and results-focused professional with exceptional eye for detail, complemented with solid understanding and zeal in modern graphic design, along with web layout and trends. Possess solid understanding of core design concepts, along with keen judgment on typography, document hierarchy, and color theory. Demonstrate proficiency in web design and production; able to translate concepts into other media, such as collateral, web pages, and emails. Exemplify superior ability to work with other designers, copywriters, product managers, and developers in producing various online materials, such as web pages, micro sites, web content updates, email blasts, and other production initiatives that support marketing efforts.

Skills

Windows and Mac · HTML · CSS · Wordpress · Adobe CS (Photoshop, InDesign, Bridge, Reader, Acrobat, Dreamweaver) · Microsoft Office · AEM · JIRA · Sketch · InVision · Shopify · Giphy

Expertise

Web Marketing and Branding · Project Management · User Experience Design · Web and Graphic Design · Digital Strategy and Production · Social Media Marketing · Digital Art Direction · Digital Media and Marketing · eCommerce and Photography

Experience

FREELANCE PRODUCTION DESIGNER
MAC COSMETICS
NEW YORK, NY
JULY 2017 - PRESENT

- Responsible for cropping all collection assets for eCommerce and Global Retail Partners
- Color correct international variants for emails and eCommerce lineup
- Involve in preparation of our seasonal product retouching and other online variants for eCommerce
- Maintain consistency of assets and how brand is represented on all retail partner sites

FREELANCE DESIGNER
SLOOM/IMRE (ONWARD SEARCH)
NEW YORK, NY
JUNE 2017

- Freelance graphic designer for marketing agency specializing in social media
- Assisted with the creation of pitch decks, mock-ups, comps and animated gifs for acclaimed beauty, beverage, and spirits brands
- Worked closely with a team of designers to ensure overall brand cohesiveness

WEB PRODUCER
TIME WARNER CABLE
NEW YORK, NY
2014 - 2016

- Guided and mentored team in authoring requirements and user story document writing, wireframes, and Photoshop compositions
- Supervised the entire graphic design projects phase, encompassing front-end development, architecture, interface design, site structure, navigation, page optimization, marketing, and graphics
- Established and maintained productive client relations to institute creative marketing objectives, strategies, and tactics, as well as conceived designs and consistently met deadlines and requirements

LEAD DESIGNER
TIME WARNER CABLE
NEW YORK, NY
2011 – 2014

- Developed design concepts in partnership with copywriter and web producers and administered multiple projects simultaneously
- Utilized AEM in archiving all prior, current, and future assets in DAM system
- Streamlined the application of brand guidelines and style guides for internal and external marketing
- Administered the processing and refreshing of assets from outside agencies, vendors, and programmers within tight deadlines, while maintaining and enhancing quality

FREELANCE DESIGNER
NEW YORK & COMPANY
NEW YORK, NY
JANUARY 2011

- Partnered with the Design Team in producing mobile-friendly email blasts, encompassing more than 18 email files in a week for testing over various customer demographics
- Collaborated and reported to the creative director to finalize email specifications and testing process

FREELANCE DESIGNER
THE CHILDREN'S PLACE
SECAUCUS, NJ
AUGUST 2011 – OCTOBER 2011

- Provided keen oversight to the overall phase of several key marketing projects, including mockups for Facebook fan pages, invitations, and formal websites for international events
- Organized various graphic design projects and successfully transformed concepts into concrete design for newsletters, promotional materials, and sales collateral
- Prepared and presented layouts and designs proposals for million dollar contracts under strict targets

GRAPHIC/WEB DESIGNER
J&R MUSIC AND COMPUTER WORLD
NEW YORK, NY
2006 - 2010

- Structured and implemented weekly nationwide e-mail ads, which targeted existing clients
- Developed campaigns that reached new target audiences through market research

Education

Bachelor of Arts in Graphic Communication: 2006
CUNY BERNARD M. BARUCH COLLEGE, New York, NY

Credentials

Certificate in Fashion Styling, School of Style, New York, NY: 2015
Certificate in Personal Styling, School of Style, New York, NY: 2015
Certificate in Image Consulting, Fashion Institute of Technology, New York, NY: 2015
Certificate in Digital and Graphic Design Production, New York University, New York, NY: 2010

Achievements & Activities

Panelist, Today's Girl Tomorrow's Woman Conference: 2017
Judge, Hackathon, Forbes (Level Up) and New York City Department of Education: 2016