

ALYSSA KIM

GRAPHIC DESIGNER

CONTACT



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EDUCATION

GRAPHIC DESIGN - B.A.

LOUISIANA STATE UNIVERSITY

BATON ROUGE, LA

2020 - 2023

GRAPHIC DESIGN

MARYLAND INSTITUTE COLLEGE OF ART

BALTIMORE, MD

2018 - 2020

SKILLS

ADOBE PHOTOSHOP
ADOBE ILLUSTRATOR
ADOBE INDESIGN
ADOBE AFTER EFFECTS
UX/UI DESIGN
LOGO CREATION
COMPOSITION
TYPOGRAPHY
MOTION GRAPHICS
MARKETING AND BRANDING
WEB ADS
SOCIAL MEDIA
PHOTOGRAPHY
BRANDING

WORK EXPERIENCE

ASSISTANT DIRECTOR OF CREATIVE SERVICES - TULANE UNIVERSITY ATHLETICS

JULY 2023 - PRESENT | NEW ORLEANS, LA

- Creating visual content for various purposes such as designing promotional material, event graphics, social media posts, website visuals, and other marketing collateral.
- Collaborate with other members the Marketing and Strategic Communications team, as well as with coaches and administrators to create visual and digital content related to Tulane Athletics.
- Produce engaging graphics for digital platforms, including social media posts, website content, email campaigns, and other online marketing channels.
- Design graphics for in-game presentations, stadium displays, and other event-related materials to enhance the fan experience.
- Manage multiple projects simultaneously and meet deadlines for the timely delivery of design assets.
- Main designer for Tulane volleyball, beach volleyball, baseball, men's basketball, bowling, and swimming and diving.

DIGITAL DESIGN SPECIALIST - ONLINE OPTIMISM

JANUARY 2023 - MAY 2023 | NEW ORLEANS, LA

- Worked directly with clients to create social media posts, digital and print ads, website wireframes, and animations and motion graphics.
- Created pitch mockup designs and templates for current potential clients.
- Followed specific brand guidelines when creating and designing for clients.
- Managed multiple projects at a time while meeting deadlines effeciently.
- Utilizing Adobe Photoshop, Illustrator, InDesign, and AfterEffects as a tool for digital creation.
- Collaborated and assisted with the Design Team to develop and critique design concepts.

GRAPHIC DESIGNER - PREMIER HEALTH

MAY 2022 - DECEMBER 2022 | BATON ROUGE, LA

- Assisted in the creation of graphic materials for the use of the marketing department.
- Adhered to brand guidelines and complete projects according to deadline.
- Used graphic design software and work with a wide variety of media.
- Collaborated with the Creative Director and Graphic Design Manager to develop design concepts.
- Received constructive feedback and make necessary changes.

GRAPHIC DESIGNER - LSU RECREATION CENTER

APRIL 2021 - JULY 2022 | BATON ROUGE, LA

- Collaborated in a team environment to create marketing designs to promote UREC programs.
- Collaborated in a committee discussing and planning of UREC events.
- Responsible for promoting the image of UREC across campus.
- Developed numerous marketing programs (brochures, booklets, flyers, posters, digital signage, digital advertisement).
- Assisted in the creation of graphic materials for the use of the marketing department.
- Managed up to 4 projects at a given time while under the pressure to meet deadlines.

GRAPHIC DESIGNER - LSU ATHLETICS

MARCH 2021 - JUNE 2021 | BATON ROUGE, LA

- Designed and produced projects including posters, schedule cards, web graphics, social media posts, promotional items, billboards.
- Learned and gained experience in Adobe Creative Suite programs (Photoshop, Illustrator, and InDesign) as well as learned basic print, web, social media production along with photography direction skills.
- In charge of the Men's and Women's Tennis social media posts and created graphics for both tennis teams.