

ALYSSA STRAND

DESIGNER & ILLUSTRATOR

alyssa@alyssastrand.com

605 366.8326

www.alyssastrand.com

BRANDS

JPMorgan Chase, PNC Bank, Disney, Target, 3M, Double Cross Vodka, Sanford Health, University of Minnesota, AMPI, Polaris Victory Motorcycles, Rimmel Cosmetics, Sally Hansen, Just Marketing International, Microsoft, Professor Garfield

STRENGTHS

- Adobe Creative Cloud | *Illustrator, Photoshop, InDesign*
- hand and digital illustration
- typography, typesetting and letterpress
- ideation and sketching
- packaging structure and design
- mark design and branding
- art direction
- animation concept and direction
- planning and time management
- screenprinting process and design

EXPERIENCE

JOHNRYAN | Minneapolis, MN

- concept and storyboard design on animated signage for PNC Bank

FREELANCE DESIGNER

Apr. 2015–Jul. 2015

BRADLEY AND MONTGOMERY (BaM) | Indianapolis, IN

- art direction on photoshoots and design for Chase Retail Merchandising campaigns
- concept and design on print, digital, and animation projects for JPMorgan Chase
- lead concept and design on Chase Private Client's welcome materials

ART DIRECTOR

Dec. 2012–Mar. 2015

THE BASEMENT | Indianapolis, IN

- lead designer on The Basement's graphic standards, style guide, and merchandise
- lead designer on the Tri-Auto kinetic typography animation
- designer on the Partnership in Action: The Mara Elephant Project information graphics

DESIGNER

Oct. 2011–Dec. 2012

CAPSULE | Minneapolis, MN

- name and mark design on the Sojourn collection by Chamilia jewelry
- name, mark, and packaging design on the Skio Pill Sorting System
- lead designer and illustrator on Capsule's self promotional parking signage
- lead designer on marketing materials, iPad lock screen and background, holiday gift packaging, and stationery for Double Cross Vodka

DESIGNER

Dec. 2010–Aug. 2011

CAPSULE | Minneapolis, MN

- lead designer and illustrator on the Capsule 2012 Holiday Card
- illustration on packaging for AMPI (American Milk Producers Inc.) and Gulf Pacific Rice
- mark iteration and color palette exploration for Sanford Health
- began as an intern in January, then was brought on as a freelance designer in April

FREELANCE DESIGNER

Jan.–Nov. 2010

UNIVERSITY OF MN STUDENT UNIONS MARKETING & DESIGN | Minneapolis, MN

- lead designer on the Spring Jam 2009 campaign

DESIGNER

Jul. 2007–Dec. 2009

EDUCATION

UNIVERSITY OF MN TWIN CITIES COLLEGE OF DESIGN | B.S. Graphic Design with Distinction

- earned four design and academic scholarships
- lead designer and officer on the Fall 2009 Graphic Design Senior Show
- study abroad experience and graphic design internship in London, England in the summer of 2009

GPA: 3.83
2006–2009

