



## Alysha Block

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### SUMMARY

An accomplished and highly motivated graphic designer with over 11 years of experience in the print design and interactive industry who is creative, resourceful and skilled in the latest design platforms. Has a strong interpersonal skill that works extremely well in a team environment. Always driven and self-sufficient in individual environments.

### SKILLS

- Package Design
- Typography
- Drawing
- Trade Show Booth Design
- Illustration
- Photography
- Web Design Templates
- Branding
- Front End Web Design User Interface Design
- Front End Web Design User Experience Design
- Application/Web Icon Generation
- Web Design Mockups

### EMPLOYMENT HISTORY

#### Freelance Graphic Designer

October 2007 - Present

- Designed and created a memoir book for the wife of Kelly Doherty the CEO/President at Apperson.
- Designed a branding logo for George Abraca's personal DJ business.
- Portrait photography of Tiffany Brader at a theme based party.
- Utilized my growing skill set as a photographer and creating an e-commerce gallery of my work.

#### Benchmark USA

July 2015 - June 2017

- Creative services lead/art director that worked collaboratively with other agencies on promotional and marketing materials for Colgate-Palmolive Company products such as Colgate®, Softsoap® brand, Palmolive®, Speed Stick® and Irish Spring® products.
- Header and shadow boxes design for an endcap display for Meijer® promoting the new products Colgate Total® Advanced Health Mouthwash and Radiant™ by Colgate® Optic White® Toothpaste.
- Designed the layout for trade show booth and side panels for Walmart.
- Layout design for the display blades and side wing headers promoting Colgate®, Softsoap® brand, Pamolive®, Ajax®, Speed Stick® and Lady Speed Stick® for Rite Aid.
- Negotiated with vendors to acquire the highest quality product at the best prices within the strict timelines.
- Designed business card, brochure, handout, pull up banner and door poster for All About Skin™

#### Bankruptcy Management Solutions, Inc. (Contract)

October 2013 - December 2013

- UI/UX Graphic Designer that updated existing company corporate subsidiary websites design layouts and UI/UX site architecture.
- Worked with overseas developers to implement various web design updates.
- Modernized marketing materials implementing company brand standards.
- Utilized Confluence software to collaborate ideas and implement changes and updates to various websites with Poland.

#### Apperson Print Resources, Inc.

October 2007 - October 2011

- Graphic designer that handled an average of 20 weekly design projects for four locations within strict deadlines.
- Designed Harley Davidson's 105th anniversary poster, welcome banner, postcards and PowerPoint presentation.
- Designed 10- to 20-foot trade show booths within budget, for our K-12, higher education, and business branding.
- Multi-tasked in order to meet tight deadlines in designing marketing print collateral with excellent organization skills.
- Maintained and managed a consistent corporate brand through web design templates.
- Saved corporate dollars at the press in modifying designs on brochures, inserts and catalogs.
- Worked with different print vendors in order to maintain deadlines and that the marketing materials are printed properly.

#### Triple A Containers, Inc. (Internship)

April 2007 - July 2007

- Graphic designer for an international packaging company.
- Developed and designed the corporate identity PowerPoint presentation for the art director.
- Modernized marketing materials implementing company brand standards.
- Used Photoshop skills to retouch existing photos and took new product photography shots with proper lighting.

### EDUCATION

- Graduated in 2007, The Art Institute of California-Orange County with a Bachelor of Science degree in Graphic Design.
- Areas of emphasis include: Branding, Typography, Illustration, Photography, and Package Design.

### SOFTWARE

- PC and Mac Platforms
- Knowledge of HTML and CSS
- Confluence Team Collaboration Software
- Fluent in Adobe Creative Design Suite: Photoshop, Illustrator, InDesign, Acrobat
- Microsoft Office: Word and PowerPoint
- Jira Issue and Project Tracking Software