


Alyssa Varsanyi
Graphic Designer



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Education

BFA in Graphic Design, 2018, Cum laude
The College of Saint Rose, Albany, NY
Study Abroad, Graphic Design in London,
The College of Saint Rose, Ten days, 2017

Design Skills

Visual communication and concept development from research to completion: identity and branding, business systems, editorial design, poster design, typography, advertising, illustration, photography, information design, packaging, collateral design, editorial and book design, web, motion and interactive design, copywriting, pre-press production.

Technical Skills

Proficient in: Adobe Creative Cloud including Illustrator, Photoshop, InDesign, After Effects, Acrobat, Lightroom and Adobe XD; InVision; Vegas Movie Studio; Constant Contact, Freedcamp, Spredfast; Office 365 including Word, PowerPoint, Excel and Outlook.

Familiar with: Sketch; FramerX; Dreamweaver; HTML, CSS.

Professional Experience

MJH Life Sciences, Cranbury, NJ
Graphic Designer, July 2019–present
Accountable for art/tactics that fulfill the needs of the creative briefs from various clients, juggles several projects on a regular basis, maintains effective and open communication with colleagues

Binsky, Piscataway, NJ
Junior Graphic Designer, July 2018–July 2019
Spearheaded projects from concept to completion for a B2B, B2C and internal audience. Collaborated with the marketing team and internal clients. Drove project management, copywriting and photography.

Hudson Valley Community College, Troy, NY
Graphic Designer, August 2017–June 2018
Graphic Design Intern, May–August 2017
Produced higher education collateral ranging from an alumni magazine to event materials. Completed creative requests from internal and external clients. Utilized pre-press production within the college's print shop.

Proctors Theatre, Schenectady, NY
Graphic Design Intern, June–August 2017
Composed education materials, posters and signs for entertainment related subjects with a heavy focus on illustration and photography. Maintained and operated Canon printers. Organized creative project requests from internal clients.

Freelance Design Experience

Luigi's Ice Cream, Metuchen, NJ
Freelance Designer, February 2019–present
Cultivate brand management for Luigi's Ice Cream. Deliver product, poster and menu design from concept to completion. Produce logo design and brand for Paradise Teas.

Leu Design, Manhattan, NYC
Freelance Designer, June 2018–present
Produce logo and brand development directions for various clients. Research design and imagery. Generate decks on various topics dealing with typography and design.

Fuzehub, Albany, NY
Freelance Designer, January 2018–present
Collaborate with the marketing team to create collateral material, magazine publications and event artwork.

Honors, Awards and Memberships

Award of Excellence, SUNYCAUD,
Hudson Valley Community College,
Accepted Student Package, 2018

Selected Attendee, Designation Conference,
Princeton University's Business Today,
Spring Studios, New York City, 2018

Exhibitor, Senior Art Show, Esther Massry
Gallery, The College of Saint Rose, 2018

American Package Design Award,
Graphic Design USA, 2018

Finalist, Student ADDY Awards,
Packaging & Magazine Design,
American Advertising Federation, 2018

Contributing Member, AIGA Upstate NY
Chapter, 2018–present

American Graphic Design Award,
Graphic Design USA, 2017

Exhibitor, Nasty Women of the North,
Collar Works, 2017

Exhibitor, Handmade Typography Show:
Lorem Ipsum, Picotte Student Gallery,
The College of Saint Rose, 2017

Student Service Award, The Center for Art
and Design/The Office of Admission,
The College of Saint Rose, 2017

Finalist, Student ADDY Awards, Illustration,
American Advertising Federation, 2017

Exhibitor, juried Undergraduate Show,
The College of Saint Rose, 2015–2018