ALYSSA N. MYERS
DESIGN | ANIMATION | DEVELOPMENT

North Canton, OH | alyssa@alyssanmyers.com | amyers.art
linkedin.com/in/alyssanmyers | github.com/alyssanmyers

Directed animated short film, "Reflection," screened at >15 festivals globally securing award nominations
Successfully boosted KAY & KAY Outlet email campaigns, achieving a +12% YoY increase.
Generated +$326,105 in FY23 launch revenue for KAY's High Jewelry Gallery.
Enhanced KAY Outlet holiday gift guide web page: +569% visits, +543% revenue, +20% conversion FY23 vs. FY22.

I am a dynamic professional known for my exceptional speed and efficiency, providing rapid turnaround for projects without compromising quality. With a proven track record of high productivity, I excel in producing a substantial volume of assets while maintaining top-notch quality, thanks to my excellent time-management skills. What truly sets me apart is my multi-disciplinary expertise in graphic design, front-end development, and animation, offering a versatile skill set that can significantly contribute to the success of any project.

- Digital / Web Design
- Email Design & Development
- Motion Design / Animation
- Typography / Illustration
- UI / UX Design
- Front-End Development
- Personnel / Project Management
- Training & Development
- Work Cross-Functionally

TECHNICAL SKILLS

Programming Languages: HTML | CSS | JavaScript / jQuery | PHP | C++ | Python | Java
Design Software: Adobe Creative Suite (XD, Illustrator, Photoshop, InDesign, Dreamweaver, After Effects, Premiere Pro) | InVision | Figma | Autodesk Maya | Toon Boom Harmony & Storyboard | Microsoft Office Suite
Cross-Platform Experience: Windows / Mac with version control (SVN, GIT), CMS (WordPress, SmartEdit), debugging software and tools (Chrome, Firefox), JIRA, Workamajig, Scrum / Agile Methodologies, Sharepoint, Sailthru

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WORK HISTORY

SIGNET JEWELERS | Akron, OH   Aug 2017 to Aug 2023
Global retailer of diamond jewelry offering a diverse range of high-quality jewelry pieces.

Graphic Web Designer — KAY Jewelers
Crafted emails and digital assets following brand identity for prominent jewelry retailers: KAY, KAY Outlet, Jared & regional brands to uplift the digital experience and manage workflow.
- Developed innovative solutions and prototypes for digital storytelling based on creative briefs, ensuring engaging user experiences across mobile, web, social media, and various platforms with responsive design.
- Conceptualized / developed intricate landing pages using Figma prototypes for e-commerce sites elevating the customer journey while following UI/UX principles, SEO, design trends, and emerging technologies.
- Collaborated with e-commerce site strategy, email, merchandising, marketing, and user experience design teams to align efforts with business objectives, resulting in cohesive and effective digital campaigns.
- Led the email team crafting effective emails for KAY that boosted customer engagement on various platforms and devices, while averaging 6.8 uniquely designed, tested, and developed emails per week and advocating for email best practices / QA.
- Created and designed email templates for efficient drag-and-drop use, enhancing the overall email creation process with a user-friendly system enabling non-coding designers to create emails.
- Communicated creative strategy using PowerPoint presentations to Art Directors and corporate marketing leadership ensuring clarity and alignment with project goals / brand management for proper expression.
- Leveraged expertise to guide and mentor graphic designers, providing them with valuable insights and an appropriate style guide as well as participation in design reviews for collaborative teambuilding.

PUBLICIS GROUPE | Canada   Oct 2023 to Present
A multinational advertising and public relations company, ranked as the world's fourth-largest agency.

Graphic Designer | Contract
Self-directed to design digital assets (mockups for web pages, social media, digital ads, and digital signage) and motion graphics utilizing photography and photo editing software for various luxury fashion, beauty, and jewelry retail clients.

THE UNIVERSITY OF AKRON | Akron, OH   **2016 to 2017 | 2022**

Public university.

Adjunct Professor, Myers School of Art | Aug 2022

Teach UX / UI Design and Typography courses on the nuances of design covering Figma / InVision, interaction design, user research, prototyping, and workflow, providing constructive feedback and art direction.

Undergraduate Research Assistant, Department of Computer Science | Apr 2016 to May 2017

Contributed to collaborative research funded under National Science Foundation's Research Experience for Undergraduates (NSF REU) grant, amplifying software infrastructure through multi-language analysis.

MYERS CREATIVE DEVELOPMENT | North Canton, OH   **Sept 2014 to Present**

Provider of freelance graphic design and web development.

Freelance Designer & WordPress Developer

Create design development work involving design, motion, and computer programming. Extensive experience using PHP / WordPress CMS themes and plugins for web design, cPanel, and web analytics.

- Develop custom graphic design portfolio WordPress templates for clients (Client Example).
- Developed a WordPress template for Ingelix that is aligned with their unique business requirements.
- Engineered a tailored WordPress platform and elevated the church's branding for Cross Pointe Church.
- Created a custom WordPress template for Leading Academy at www.leadingacademy.com.
- Organized a series of microsites for 13 majors of study for John Carroll University's admissions campaign.
- Crafted collateral for Ohio Ministry Network events, including brand identity, logos, and print collateral.

ARAMARK | Akron, OH   **Feb 2016 to Oct 2016**

Global provider of food, facilities, and uniform services.

Marketing & Graphic Design Assistant

Communicated the needs of the University of Akron's dining program through digital & print media, digital asset management, video editing, and marketing materials with attention to detail and adaptability.

DUNKIN' DONUTS | Salem, OH   **May 2009 to Aug 2016**

American multinational coffee and doughnut company and quick-service restaurant.

Shift Manager

Executed a range of responsibilities, encompassing cash handling, delivering exceptional customer service, and preparing products. Assumed leadership in overseeing daily store operations and effectively managing personnel.

EDUCATION

Master of Fine Arts in Animation | Savannah College of Art & Design | Savannah, GA

Focused studies on 2D & 3D Character Animation and Visual Development

Bachelor of Fine Arts in Graphic Design | The University of Akron | Akron, OH

Earned Williams Honors Scholar distinction, *summa cum laude*

Engaged in studies encompassing Typography, UI/UX, Motion Design, Illustration, and Web Design

Bachelor of Science in Computer Science | The University of Akron | Akron, OH

Attained Williams Honors Scholar distinction, *summa cum laude*

Encompassing studies in Software Engineering, Algorithms, iOS, and Web Development