



**ALYSSA N.
MYERS**
CREATIVE DEVELOPER

Experienced Graphic Designer with 8+ years of professional experience in digital and print design. Specializes in UI/UX, web design, front-end development, and animation. Known for driving revenue growth and enhancing brand identity through innovative design. Excellent at managing projects and leading cross-functional teams to deliver high-quality results on time.

CONTACT

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SKILLS

Key Skills

Digital & Print Design, Front-End Development, UI/UX Design, Responsive Web Design, Motion Design, Animation

Design Software

Adobe Creative Suite, Figma, Autodesk Maya, Toon Boom Harmony, Toon Boom Storyboard Pro, Canva

Technology

Microsoft Office, WordPress, SmartEdit, Shopify, JIRA, Workamajig, Smartsheet, Slack/Teams, Google Analytics, Sailthru, Dynamic Yield, WIN/MAC with Version Control (SVN, GIT), AI

Programming

HTML, CSS, JavaScript, jQuery, React, PHP, C++, Java, AJAX

EDUCATION

Master of Fine Arts in Animation (MFA)

JUN 2022
Savannah College of Art & Design

Bachelor of Fine Arts in Graphic Design (BFA)

MAY 2017
The University of Akron
Williams Honors Scholar
summa cum laude

Bachelor of Science in Computer Science (BS-CS)

MAY 2017
The University of Akron
Williams Honors Scholar
summa cum laude

PROFESSIONAL EXPERIENCE

Developer DO II (Front-End Developer) | Signet Jewelers

SEP 2024 – PRESENT | Akron, OH | Remote

Oversee front-end development by creating, testing, and optimizing digital strategies for Signet Jewelers' e-commerce sites: [KAY.com](https://www.kay.com), [Jared.com](https://www.jared.com), [Zales.com](https://www.zales.com), and more.

- Design & prototype multivariate test variations in Figma for user interfaces and experiences.
- Analyze test data to drive UX improvements and optimize user experience.
- Implement test variations with custom JavaScript based on data-driven insights.
- Refine testing workflows to ensure efficient deployment of winning variants.

Senior Graphic Designer | Publicis Groupe

OCT 2023 – JUL 2024 | Toronto, Canada | Remote

Led the design and creative strategy for luxury retail clients, ensuring high-quality and consistent marketing materials across print, digital, and social platforms.

- Partnered with internal teams and clients to align creative work with standards and objectives.
- Improved project tracking and retrieval time by 20% by following an organizational system.

Web Graphic Designer (Design Lead) | Signet Jewelers

AUG 2017 – AUG 2023 | Akron, OH | On-site & Remote

Managed design projects from concept to completion, serving as the Lead Designer for KAY Outlet and a key designer for KAY Jewelers. Ensured brand consistency across digital materials.

- Enhanced email marketing effectiveness, achieving YoY email revenue increases of 14.54% for KAY Jewelers and 14.91% for KAY Outlet by implementing impactful marketing strategies.
- Streamlined production processes by modularizing email campaigns, reducing development time by 50%, increasing output by 12%, and consistently managing multiple projects.

TEACHING EXPERIENCE

Adjunct Professor | Liberty University

JAN 2025 – PRESENT | Lynchburg, Virginia | Remote

Teach courses within the College of Communication and the Arts, focusing on graphic design and related fields, fostering a collaborative and engaging learning environment.

- Deliver high-quality instruction using a variety of teaching methods to meet diverse student needs.
- Provide timely feedback and maintain effective communication to support students' success.

Associate Lecturer (Adjunct Professor) | The University of Akron

AUG 2022 – MAY 2023 | Akron, OH | On-site

Provided instruction in Typography and UI/UX Design, using Adobe InDesign and Figma to enhance students' skills.

- Created demo lectures and provided detailed feedback on projects to facilitate learning.
- Achieved a 95% student satisfaction rate by teaching using industry-standard tools.

FEATURED WORK

Reflection – Animated Hybrid Short Film | Director

JAN 2021 – JUN 2022 | www.reflectionanim.com

Directed and produced an animated short film, handling all aspects from story development and art direction to character animation and film editing, as part of my MFA thesis at SCAD.