

ALYSSA SCHIFANO

PORTFOLIO:
alyssa-schifano.com

– RELEVANT EXPERIENCE

Dependable Health Services Remote

Social Media Specialist / Graphic Designer June 2025 – Present

- Brainstorm and curate social media content and paid advertising campaigns for a home healthcare company across Facebook, LinkedIn, and Instagram.
- Redesign website and create updated print materials based on newly defined brand style guide for marketing efforts.

Alyssa Schifano Designs Remote

Freelance Senior Graphic Designer December 2023 – Present

Specialize in projects spanning branding, logo design, social media design, print design, web design, photo editing, and animation.

Elevated Craft Phoenix, Arizona

Senior Graphic Designer May 2024 – February 2025

- Curated brand guidelines for consistency across all marketing efforts.
- Strategized and led the art direction for a new website, product launches, photoshoots, email marketing, paid ads, packaging, and social media.

Loudr — A Bottom Line Agency Denver, Colorado

Senior Graphic Designer June 2023 – April 2024

Graphic Designer June 2022 – June 2023

- Designed marketing collateral for 60+ clients in a variety of areas including branding, print, digital, animation, and more.
- Led a team of designers by providing design feedback and mentoring on design principles and latest trends.

VOCO Creative Denver, Colorado

Graphic Designer July 2021 – June 2022

Designed and brainstormed various marketing materials for CPG clients including Noosa Yoghurt and Rao's Homemade. Collateral spanned print, digital, animation, web, email, and social.

JCDecaux New York, New York

Graphic Design Co-op January – June 2020

Supported marketing team for an outdoor advertising agency by designing content for social media, editing photos, developing material for internal communications, and creating mockups for sales team use.

Perkins and Will Boston, Massachusetts

Graphic Design Intern June – September 2019

Assisted marketing team for a global architecture firm with full rebrand.

Brigham and Women's Hospital Boston, Massachusetts

Graphic Design Consultant / Co-op July 2018 – December 2019

Created various print, digital, and video media for both the Brigham Research Institute and Brigham Education Institute.

– EDUCATION

Northeastern University Boston, Massachusetts

Bachelor of Fine Arts in Graphic & Information Design May 2021

GPA: 3.8 (Dean's Scholarship, George M. Meserve Award Winner)

Salpointe Catholic High School Tucson, Arizona

High School Diploma May 2016

– TECHNICAL SKILLS

Adobe Creative Suite

Illustrator • Photoshop •
InDesign • After Effects •
Premiere • Audition •
Bridge • Lightroom •
XD • Acrobat

Social Media Marketing

Instagram • Facebook •
Snapchat • Twitter (X) •
TikTok

Microsoft Office Suite

Word • PowerPoint •
Excel • Outlook • Teams

Video-editing

iMovie • Camtasia

Programming

HTML • CSS

Web Design

Wordpress • Elementor
Shopify • Replio

Email Marketing

Mailchimp • Constant Contact
Klaviyo

– INTERESTS

Advertising & Branding
Reality TV & Pop Culture
Wine & Paint Nights
All Dogs

– CONTACT

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