

# Alyssa DeGeorge

330-309-4113

ALYSSADEGEORGE@GMAIL.COM

## EDUCATION

**Kent State University**, Kent, Ohio  
Graduated: May 2013, Magna Cum Laude

Bachelor of Fine Arts, Visual  
Communication Design

Bachelor of Science, Magazine Journalism

## LEADERSHIP & DEVELOPMENT

### Member

AIGA Orange County  
October 2021–present

### Volunteer

A Pawsitive Approach  
November 2022–present

### Marketing Committee Member

Dress for Success Columbus  
February 2021– July 2021

### Core Values Ambassador

Crane Renovation Group, Columbus, OH,  
July 2020–May 2021

### United Way Campaign Co-chair

Crane Renovation Group, Columbus, OH,  
September 2020–November 2020

### Value Added Leadership Program

Crane Renovation Group, Columbus, OH,  
July 2020

### Big Sister

Big Brothers Big Sisters of America,  
Columbus, OH, December 2013–May 2021

### Society of Environmental Graphic Design Kent Summer Program

Kent, OH, May 2012

### Study Abroad

Florence, Italy, July 2010

## COMPUTER SKILLS

Skilled in InDesign, Photoshop, Illustrator, Asana, ProWorkflow, Basecamp and Slack. Basic knowledge of HTML, CSS, Squarespace, Photography, AfterEffects, Premiere, Flash, and MailChimp.

ALYSSADEGEORGE.COM

## WORK EXPERIENCE

### Freelance Graphic Designer, Illustrator & Muralist

Costa Mesa, CA, June 2021–present

Design services including logo design and branding, infographic and report design, event and print collateral, environmental graphic design and wayfinding, custom illustrations, pattern design and murals. Collaborate with both individual clients and as an extension of small agency teams.

### Graphic Designer & Assistant Project Manager, Hoffbeck + Co.

January 2022–present

### Designer, Wonderly

February 2023–present

### Creative Manager, Crane Renovation Group

Columbus, OH, May 2019–May 2021

Provided creative direction within the Marketing department to expand and develop brands for Crane Renovation Group and its companies, leading design on variety of projects including brochures, postcards, ads, websites, social media graphics and promotional videos. Managed in-house graphic designer and external vendors. Created and managed photo library as well as processes to improve on digital and print marketing materials. Worked with other departments and the leadership team to strategize effective creative materials.

### Art Director, Ibel Agency

Columbus, OH, November 2014–May 2019

Led design and project management on variety of projects including print collateral, web design, animation, branding and annual report design. Distributed projects and oversaw designers and interns. Worked with creative director on business development and price estimates. Encouraged development of team through planning of internal workshops. Worked directly with clients, printers and programmers.

### Graphic Designer, Ibel Agency

Columbus, OH, May 2013–November 2014

Led design on variety of projects including print collateral, web design, animation, branding and annual report design. Worked directly with clients, printers and programmers.

## AWARDS

### Outstanding Service Award

Annual Meeting and Downtown Awards, Capital Crossroads & Discovery Special Improvement Districts, 2017 — Downtown Columbus Website

### Gold ADDY – Website, B2B

Columbus ADDY Awards, 2016 — JBAD Website

### Gold ADDY – Collateral Brochure/Sales Kit

Columbus ADDY Awards, 2015 — Mid-Ohio Foodbank Community Report

### Silver ADDY – Website, Consumer-Service

Columbus ADDY Awards, 2015 — Pizzuti Collection Website

### Best Design & Illustration Portfolio

Kent State University BFA Senior Show, Spring 2012