

ALYSSA ROSE WALDROP

Graphic Designer



Designs By Alyssa
GRAPHIC DESIGNER & ILLUSTRATOR

PROFILE

I'm a graphic designer with a love for illustration and illustrative methods. I love working primarily in Illustrator to create my pieces, I have an eye for clean yet fun design layouts. I've had multiple years in the print industry and am fluent in print design and production. I come by it honestly, I'm a perfectionist to a fault. I've created from family & friends, to local businesses and concert appearances.

I have a heart for hand drawn sketching, I absolutely love dogs (really all animals), and a lover of good music, especially rock. And I love a good pasta.

WORK EXPERIENCE

*prior to this, I started in a partner company called KM Press, Inc. in Belleville, IL that was in the works of merging with another partner company called Ultra Color Corporation in St. Louis, MO. Those 2 companies & Top Graphics all merged together to what is now know as HUEosity. This merger started before I became employed.

oct 2018 - present

Project Manager & Graphic Designer

HUEosity (formerly Top Graphics / GHJ, LLC) Maryland Heights, MO

aug 2018 - oct 2018

Graphic Designer, Digital Print Operator, Pre-Press

Ultra-Color Corporation St. Louis, MO

feb 2018 - aug 2018

Graphic Designer, Digital Print Operator, Office Manager

KM Press, Inc. Belleville, IL

My current role includes:

- Managing & coordinating incoming print production projects
- Coordinating with clients on a daily basis to fulfill corporate print product needs
- Meet with & collaborate design needs, focus on client goals and their visions for their projects
- Produce jobs via client expectations from concept to completion
- Create product designs for a multitude of media types, including but not limited to: business cards, letterhead, note pads, brochures, large format print, magnets, signs, posters, flyers, forms, and much more
- Review customer submitted media, determine if fit for pre-press operations, including checking for fonts, links, bleeds, size constraints, etc. while also collaborating design assets and assisting in additional design components to certain projects.

Notable mentions:

- Re-designing the company print materials (brochure, note pads, website proposal)
- Take over an existing position and learn without instruction the basic operations of the company, including machine operation, file management, client involvement, and even credit card system
- Re-brand company logos and brand identity

CONTACTS

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Apt W
St. Louis, MO 63128

EDUCATION

2017

BACHELOR OF ARTS GRAPHIC DESIGN

Lindenwood University

2013

GENERAL EDUCATION BUSINESS EMPHASIS

Seckman High School

SKILLS

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe After Effects

UX Design

Microsoft Office (Word, PPT, Excel)

Photography (DSRL Camera + Related Equipment)

WORK EXPERIENCE continued

july 2017 - feb 2018

Print Services Consultant

Office Max Fenton, MO

july 2016 - feb 2018

Delivery Driver & Food Preparer

Papa John's St. Charles, MO

mar 2016 - nov 2016

Front Desk Receptionist

The Cheesecake Factory Chesterfield, MO

nov 2014 - jan 2015

Sales Associate (seasonal)

Kohl's St. Peters, MO

nov 2013 - mar 2016

Five Star Server / Hostess

Wehrenberg Theaters St. Charles, MO

aug 2013 - nov 2013

Crew Member

Great Wraps Chesterfield, MO

jun 2012 - aug 2013

Real Estate Servicer

Anheuser-Busch Employees' Credit Union St. Louis, MO

WORK RELATED EXPERIENCE & SKILLS

- Receive customer files in various formats (images only, InDesign packages, etc.) and check to assure pre-press department has all the necessary files needed to move forward
- Operate under G7 color standards, working with Indigo printers, offset printers, and small digital printers (Xante, Konica, Xerox, etc)
- Control and manage Canon, Konica, Xante & Xerox printers, including small maintenance activities such as cleaning, refilling, etc.
- Create print ready art files from scratch using customer provided artwork
- Assess customer needs and suggest options based on the individual's ideas and marketing standards (i.e. appropriate paper stocks, artwork revisions, quantities, etc.)
- Manage client accounts & organize files based on specific filing criteria
- Create original designs for client based projects, including but not limited to:
 - Postcards, fliers & mailers
 - Business cards & brochures
 - Envelopes, letterhead and corresponding corporate identity pieces
 - Digital art such as email blasts, web sites and social media
 - Posters at both standard & large scales
- Specialize in illustrative design concepts to work to a brief, solve problems creatively and adapt to specific styles, if needed.
- Have an eye for detail and design, self-promotional skills, self-motivation and the ability to work to deadlines
- Create excellent, high quality, original drawings, both digitally and on paper
- Have a solid knowledge base for basic computer & IT skills
- As a freelance graphic designer: work with clients to create illustrations, logos, layouts, sketches & more that bring their ideas to life



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FACEBOOK

/alyssa.volleygirl/



INSTAGRAM

/aesthetically_alyssa_rose/



LINKEDIN

/alyssa-waldrop-9a8155108/

HOBBIES



GOING TO
THE GYM



DRAWING



VIDEO GAMES
(OLD SCHOOL ONLY)



MOVIES

EXPERTISE

- Project Development, Management and Coordination
- Direct Client Communication Involving Project Success
- Keyboarding: 49 WPM
- Telephone & Filing Experience
- Interpersonal & Organizational
- Analytically Oriented
- College Level Written & Verbal Communication
- 11+ Years Customer Service Experience
- 7+ Years Filing & Desk Responsibility