



alyssa nodorft

DESIGNER / ART DIRECTOR

CONTACT

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EDUCATION

B.S. in Advertising–2019
Texas State University
Cum Laude

TOOLBOX

» Adobe Illustrator
» Adobe Photoshop
» Adobe InDesign
» Adobe Premiere Pro
» Google Drive Templates
» Keynote/PowerPoint
» HTML/CSS

SKILLS

» Typography
» Illustration
» Layout
» Branding
» Print Design
» Vector Graphics
» Presentation Design
» Creative Concepting

AWARDS

The One Club for Creativity
Creative Boot Camp 2018
Art Direction | **1st**
ACUI Steal This Idea 2018
Brochure Design | **2nd**

EXPERIENCE

Junior Graphic Designer

Mighty & True | July 2019–Present

- » Creating brand guidelines, video storyboards and digital ads for clients including HotSchedules and Zilliant
- » Conceptualizing art direction for all-encompassing campaigns for clients including Unisys, NTT and SMU
- » Designing digital content including landing pages, email templates, animated banners and presentations

Design Intern

GSD&M | Jan. 2019–July 2019

- » Creating new and revamping existing client and in-house decks with consistent branding, sophisticated graphics and balanced layouts for clients including the U.S. Air Force, Hilton Hotels and Marathon Kids
- » Designing and assembling various collateral such as posters, signage, infographics & merchandise for both in-house and clients including Southwest Airlines and Popeyes

Art Director / Creative Director

National Student Advertising Competition Team | Jan. 2019–April 2019

- » Led a team of six creatives after promotion to Creative Director to conceptualize and execute a national, all-encompassing campaign with print, radio, commercial, digital, social, experiential and interactive ads
- » Collaborated in creating a 21-page plansbook and animated 55-slide deck with the Lead Account Executive, including writing the creative pages and designing all graphics under a strict deadline

Designer / Student Manager

LBJ Student Center Creative Suite | Aug. 2016–May 2019

- » Assigned 601 marketing requests, a yearly record-high, to a team of ten junior creatives based on prior knowledge of their design skill levels, and oversaw each request in the 2018-2019 year until completion
- » Collaborated with clients and co-workers to create campaigns, digital content, merchandise, logos and experiential designs in a timely manner, being known as the fastest designer and requested by clients

Marketing Intern

Capsa Ventures Inc. | May 2018–Aug. 2018

- » Designed print ads and outdoor signage for the east Austin-base urban development *Fourth&*
- » Photographed and edited digital content for the development's website and social media channels

INVOLVEMENT

Vice President of Marketing

Alpha Gamma Delta Fraternity | May 2017–Nov. 2018

- » Designed chapter website from scratch and advertised events with posters and creative social media content, building a reputation as the chapter with the best marketing
- » Collaborated daily with the Director of Social Media and Director of Merchandise to maintain up-to-date digital content and efficiency in creating merchandise for over 100 members

Marketing Director

Student Body President Campaign | Jan. 2018–Feb. 2018 & Jan. 2019–Feb. 2019

- » Created brand identities for the 2018 and 2019 Student Government Presidential Election campaigns along with social content, poster advertisements and merchandise including buttons, shirts and stickers