

ALYSSA STRAND

DESIGNER & ILLUSTRATOR

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EXPERIENCE

CAPSULE

- name and mark design for the Sojourn collection by Chamilia®
- name, mark, and packaging design for the Skio Pill Sorting System
- lead designer/illustrator on Capsule self promotional parking signage
- lead designer on marketing materials, iPad lockscreen and background, holiday gift packaging, and stationery for Double Cross Vodka
- mark design for Zielies Tree Service

DESIGNER

December 2010–August 2011

CAPSULE

- lead designer and illustrator for the Capsule 2010 Holiday Card
- co-design, presentation, and development of Magnet 360 marketing materials and suite of information graphics
- hang tag and center band packaging for Double Cross Vodka
- illustration on packaging for AMPI (American Milk Producers Inc.) and Gulf Pacific Rice
- mark iteration and exploration for Sanford Health

FREELANCE DESIGNER

April–November 2010

CAPSULE

- research, design, presentation, and refinements of client work

DESIGN INTERN

January 4–April 1, 2010

U OF M STUDENT UNIONS MARKETING & DESIGN

- lead designer for Spring Jam 2009 campaign
- creation of all design materials for the Student Unions

INTERMEDIATE DESIGNER

2007–2009

RICHARD P. CHAPMAN DESIGN ASSOCIATES | London, England

- NUBO brand packaging for Harrod's

DESIGN INTERN

May–July 2009

CLIENTS

Target, 3M, Double Cross Vodka, Sanford Health, University of Minnesota, Chamilia®, Polaris Victory Motorcycles, Rimmel Cosmetics, NYC (New York Color), Sally Hansen, Gulf Pacific Rice

EDUCATION

U OF M TWIN CITIES COLLEGE OF DESIGN | B.S. Graphic Design with Distinction

- earned four design and academic scholarships over three years
- Lead Designer and Officer of the Fall 2009 Senior Graphic Design Show

GPA: 3.83

Sept. 2006–Dec. 2009

STRENGTHS

- Adobe Creative Suite CS5 (*primary*: Illustrator, Photoshop, InDesign; *secondary*: Flash, Dreamweaver)
- hand and digital illustration
- packaging structure and design
- traditional typesetting and letterpress
- screenprinting process and design
- print production



professional and personal references available upon request