



## ELISA D’ALESSANDRO

I’m a designer and creative thinker with a passion for solving problems and building great projects. I love helping others understand why design plays such a critical role in our lives.

I am a true typophile with a love for color theory, illustration and UI design.

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### CHECK OUT MY WORK

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To see what projects I’ve been working on recently, visit my site at:

[elisadalessandro.com](http://elisadalessandro.com)

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### HOW TO GET IN TOUCH

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**Mobile Phone**  
518.222.4948



**Email**  
eadalessandro@gmail.com



**Linkedin**  
in/elisadalessandro

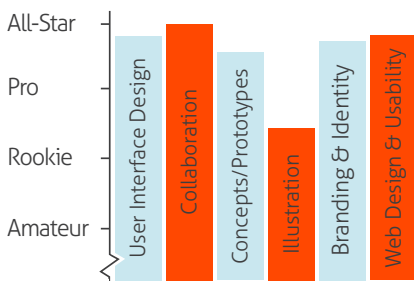


**Address**  
2724 Ford Avenue  
Schenectady, NY 12306

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### MY DESIGN EXPERTISE

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### I CAN’T LIVE WITHOUT



## EXPERIENCE

### Web Designer, Overit Media • 04/11 – Present

Collaborate with Marketing, Development and Motion Design teams to deliver user centered web sites. Engage directly with clients to assess user needs to present highly effective and quality solutions by preparing and presenting wireframes, sitemaps, and content breakdowns of processes. Collaborate and champion projects ranging from web and mobile sites to email newsletters, mobile applications, icon and custom typeface creation, illustration, logos and branding. Also created effective Facebook and Twitter pages and print materials not limited to brochures, billboards, business cards and menus.

### Art Director, Keegan Associates • 08/10 – 4/11

Create concepts and original artwork for clients. Collaborate with all departments, including Interactive Technologies, Accounting and Customer Support Services to translate client requirements into finished projects. Ensure that all concepts and designs are created according to design standards for clients through sketches, mock-ups, and final artwork to create quality products on time and within budget. Engage with clients to help them understand the importance of search engine optimization as well as social networking through outlets like Facebook, Twitter and LinkedIn. Projects included print and web advertisements, annual reports, direct mail, collateral, logo design and branding, and web site design.

### Graphic Designer, Syracuse Invitational Sporthorse Tournament • 08/09 – 5/10

Worked closely with Event Managers and John Madden Sales to translate show information into posters, fliers, and signage for seminars, social events and clinics. Contributed to data entry work through organizing vendor registration, location and payments, as well as competitor entry forms and payments. Tutored new interns on the basics of Adobe InDesign CS4 and print preparation, as well as concepting logos for the University of Kentucky’s Equine Science and Management Program and collateral and signage for the National Association of Equine Affiliated Academics.

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## EDUCATION

### Cazenovia College, Cazenovia, N.Y.

Bachelor of Fine Arts in Visual Communications, *Magna Cum Laude*, May 2010  
Cumulative GPA 3.73 (out of a possible 4.0)

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## SKILLS AND INTERESTS

Adobe CS-CS5, Microsoft Office, Balsamiq Mockups, Mac & PC platforms, traditional and digital illustration, photography, social media marketing, typography, user interface design.

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## HONORS

Featured on Line25 Web Design Blog; March 2011 - Interface Design Elements Showcase  
Cazenovia College Art and Design Division Award Recipient  
Cazenovia College Visual Communications Division Award Recipient  
Sigma Alpha Pi and Alpha Lambda Delta Honor Societies Member

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*References available upon request.*

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