

ALYSSA DIZON

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EXPERIENCE

MARIA TASH | SEPT 2023 - PRESENT

GRAPHIC DESIGN

- Spearheaded digital and print designs across digital and in-store channels, while upholding and developing the MARIA TASH brand.
- Collaborate cross-functionally to implement marketing strategies, streamline workflow.
- Developed and executed high-performing email marketing campaigns, maintaining 56% open rate.
- Templated assets to most efficiently carry out projects.
- Created content for digital platforms, including motion graphics, video editing, and retouching, tailored for email, social media, website, and digital/print billboards.
- Design print assets such as in-counter graphics, store hoardings, magazine layouts, and lookbooks.
- Plan and support all photo and video shoots—both still life and on-model, managing image selection, color correction, and retouching for print and digital use.
- Find solutions to marketing needs and stay current with other competitors' strategies.
- Manage multiple high-priority projects in a fast-paced environment, while continuously evolving for the most current industry standard design practices.

MIMI SO INTERNATIONAL | JAN 2023 - SEPT 2023

GRAPHIC DESIGN

- Conceptualized and designed layouts, produced images, and developed styles for website, email marketing, social media, print, and corporate communications.
- Collaborated with Marketing and Sales to develop engaging visual content, resulting in a 22% increase in website traffic.
- Oversaw and managed the image assets from the photography studio.
- Photographed, edited, and posted lifestyle images on Instagram and the website.

DIA ART FOUNDATION | MAR 2021 - DEC 2022

GALLERY ATTENDANT

- Elevated gallery experience through knowledge of art exhibits and art history to engage visitors with information about art, the museum's exhibits, and upcoming events.
- Provided independent research relating to artists and participated in curatorial discussion groups.
- Addressed visitor service issues and resolved each situation to enable optimal outcomes for visitors and the gallery.

SKILLS

ADOBE SUITE

Acrobat, After Effects, Dimension, Illustrator, Indesign, Lightroom, Photoshop, and Premier Pro

DIGITAL PROGRAMS

Canva, Figma, Google Suite, Klaviyo, Slack, Microsoft Suite, Miro, and TinkerCAD

LANGUAGES

English - fluent
Filipino - fluent

EDUCATION

FASHION INSTITUTE OF TECHNOLOGY NEW YORK, NY

Advertising and Digital Design BFA
Communication Design One-Year Program AAS

SUNY NEW PALTZ NEW PALTZ, NY

Major in Visual Arts