

# ALYSSA DIZON

GRAPHIC DESIGNER

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## EXPERIENCE

### MIMI SO INTERNATIONAL | JANUARY 2023 - PRESENT

#### GRAPHIC DESIGN

- Edit for fine jewelry space, including image retouching, color correction, video editing, and other enhancements.
- Maintain branding output meets quality standards and effectively communicates the intended message or brand identity.
- Completed final touches for projects; images sizes and font selection.
- Conduct user research fieldwork for the brand to replicate the customer experience in person to online.
- Create layout designs for pr, stylists
- Design and schedule email marketing content using Klaviyo, that maintained a 42% average open rate.
- Researched trends and projected industry changes to capitalize on emerging opportunities for the brand.
- Collaborate with sales, marketing, and creative team to design and maintain on-brand visuals.
- Design weekly deliverables utilizing Adobe Creative Suite and Microsoft Office Suite for 360 campaign across all channels; email, social media, web, and print.
- Photo edit and upload product images and product banners on Shopify based on the sales calendar.
- Assist in planning, coordinating, and executing the photo and content production process, including asset creation, file management, and version control.
- Create content for social media resulting in a 3% follower growth MoM on Instagram.

### INDOOR CANNABIS | NOVEMBER 2022 - DECEMBER 2022

#### FREELANCE GRAPHIC DESIGN

- Created content based off New York State's cannabis laws.
- Developed creative design for print materials, banners and signs.
- Modernized brand by determining the typography and color scheme.
- Planned social strategy and content calendar for the brand's social media
- Designed and executed marketing campaigns for the company that resulted in an increase of sales by 8%.
- Designed for print, digital, and packaging for brand.
- Video edit and designed motion graphics.
- Created illustrations for social campaigns.

### DIA ART FOUNDATION | MARCH 2021 - NOVEMBER 2022

#### GALLERY ATTENDANT

- Informed visitors about Dia to promote enriching gallery experiences.
- Maintained gallery floor and educated visitors on the exhibit.
- Inventory management included processing sales and returns.
- Addressed visitor service issues and resolved each situation to enable optimum outcome for visitor and gallery.
- Facilitated good gallery visitor flow to enhance viewing experiences and minimize accident potential.

## SKILLS

### LANGUAGES

English - fluent  
Filipino - fluent

### ADOBE SUITE

Acrobat, After Effects, Dimension, Illustrator, Indesign, Photoshop, Premier Pro, and Media Encoder.

### DIGITAL PROGRAMS

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

### OTHER

Branding Design, Concept Ideation, Layout Design, Motion Graphics, Photo Editing, Rapid Prototyping, Social Media, User Research, User Experience.

## 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