

Alyssa MAHLBERG

EDUCATION

UNIVERSITY OF MISSOURI

COLUMBIA, MO

CLASS OF 2012,
MAGNA CUM LAUDE

BJ: Strategic Communication,
emphasis in Visual Communication

BA: Spanish

UNIVERSIDAD AUSTRAL

BUENOS AIRES, ARGENTINA

University of Missouri
Study Abroad Program

Studied Spanish language &
literature as well as Argentinian
history and culture

Interned as a graphic designer
at a Buenos Aires non-profit

ACTIVITIES

Strategic Design 1
Teaching Assistant

National Adobe Web
Analytics Competition
3rd Place

MOJO Ad Student-Run Agency
Graphic Designer

MU Residence Halls Association
Graphic Design Intern

Mizzou Spanish Club
founding co-chair

SOFTWARE

InDesign, Photoshop, Illustrator,
Acrobat Pro, HTML, CSS, Lightroom,
Adobe XD, Adobe Animate

SKILLS

publication design, illustration, print
production, prepress, UX design

EXPERIENCE

MILES PARTNERSHIP

DENVER, CO

GRAPHIC DESIGNER

August 2015 - Present

- Publication and layout design for the *Colorado Official State Vacation Guide*, *Love, Colorado* magazines, *ALIVE Magazine*, *Colorado Roots*, *Wyoming Official Travelers Journal*, *Wyoming Adventure Guide* and other various travel publications
- Illustration for physical and digital “emoji” stickers for the Colorado Tourism Office
- User experience design for Colorado.com
- Designed event suites for Colorado Governors Conference on Tourism, Taste of Colorado and Wyoming Governor’s Conference on Tourism

BARKLEY

KANSAS CITY, MO

JUNIOR PRODUCTION DESIGNER

March 2013 - January 2015

PRODUCTION DESIGNER

January 2015 - August 2015

- Design and prepress for point-of-purchase, out-of-home and other various print media for Payless Shoesource
- Basic retouching, product styling and arrangements for various in-store promotions and TV spots
- Social media post design for Payless Latin America country-specific Facebook pages

INTEGRITY MARKETING SOLUTIONS

OLATHE, KS

GRAPHIC DESIGNER

May 2012 - March 2013

- Branding and identity design, print promotional materials for law firms across the country
- Web design, mobile design and email design assistance for various clients
- Improved company’s time-to-live from an average of 10.7 weeks to 5.6 weeks
- Rebranding of company logo, marketing materials for Integrity Marketing Solutions