



# alyssa nodorft

ART DIRECTOR \ DESIGNER

## CONTACT

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## EDUCATION

B.S. in Advertising  
Texas State University  
Cum Laude

## TOOLBOX

» Adobe Illustrator  
» Adobe Photoshop  
» Adobe InDesign  
» Adobe Premiere Pro  
» Microsoft PowerPoint  
» Keynote  
» HTML

## SKILLS

» Typography  
» Illustration  
» Layout  
» Branding  
» Print Design  
» Vector Graphics  
» Presentation Design  
» Creative Concepting

## AWARDS

The One Club for Creativity  
Creative Boot Camp 2018  
Art Direction | **1st**  
ACUI Steal This Idea 2018  
Brochure Design | **2nd**

## EXPERIENCE

### Design Intern

GSD&M | Jan. 2019–Present

- » Creating new and revamping existing client and in-house decks with consistent branding, sophisticated graphics and balanced layouts for clients including the U.S. Air Force, Hilton Hotels and Marathon Kids
- » Designing and assembling various collateral such as posters, signage, infographics & merchandise for both in-house and clients including Southwest Airlines and Popeyes

### Art Director \ Creative Director

National Student Advertising Competition Team | Jan. 2019–April 2019

- » Led a team of six creatives after promotion to Creative Director to conceptualize and execute a national, all-encompassing campaign with print, radio, commercial, digital, social, experiential and interactive ads
- » Collaborated in creating a 21-page plansbook and animated 55-slide deck with the Lead Account Executive, including writing the creative pages and designing all graphics under a strict deadline

### Designer \ Student Manager

LBJ Student Center Creative Suite | Aug. 2016–May 2019

- » Assigned 601 marketing requests, a yearly record-high, to a team of ten junior creatives based on prior knowledge of their design skill levels, and oversaw each request in the 2018-2019 year until completion
- » Collaborated with clients and co-workers to create campaigns, digital content, merchandise, logos and experiential designs in a timely manner, being known as the fastest designer and requested by clients

### Marketing Intern

Capsa Ventures Inc. | May 2018–Aug. 2018

- » Designed print materials for outdoor advertisements and open-house events for the east Austin-based urban development *Fourth&*
- » Photographed and edited digital content for the development's website and social media channels

### Social Media Intern

Centerpoint Station | July 2017–Dec. 2017

- » Generated posting plans for daily social content, including arranging product photoshoots and editing posts with social media management apps and responding promptly to all digital merchandise inquiries

## INVOLVEMENT

### Vice President of Marketing

Alpha Gamma Delta Fraternity | May 2017–Nov. 2018

- » Designed chapter website from scratch and advertised events with posters and creative social media content, building a reputation as the chapter with the best marketing
- » Collaborated daily with the Director of Social Media and Director of Merchandise to maintain up-to-date digital content and efficiency in creating merchandise for over 100 members

### Marketing Director

Student Body President Campaign | Jan. 2018–Feb. 2018 & Jan. 2019–Feb. 2019

- » Created brand identities for the 2018 and 2019 Student Government Presidential Election campaigns along with social content, poster advertisements and merchandise including buttons, shirts and stickers