

Alyssa Hornby

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alyssahornby.com

EDUCATION

California Polytechnic State University *San Luis Obispo, CA*
BFA: Department of Art & Design Graphic Design Concentration
June, 2015

Corona del Mar High School *Newport Beach, CA*
June, 2011

EXPERIENCE

Drybar *Irvine, CA*

Graphic Designer Sept, 2016–Present

Print, web, and package design for the quickly-growing blow dry bar;
In-store displays in Drybar storefronts, Sephora, and Ulta.

Wunderman LA *Irvine, CA*

Junior Art Director April, 2016–Sept, 2016

Art direct and design various advertising responsive to marketing and creative objectives and strategies.

Hoodzpah Design Co. *Newport Beach, CA*

Freelance Designer July, 2015–April 2016; Design Intern July–Sept, 2014

Assisted in various design projects and learned how small business is run.

Firestone Walker Brewing Company *Paso Robles, CA*

Freelance Designer July, 2015–Jan 2016

Assisted in design of ads, posters, event collateral and more for the Firestone Walker and 805 brands.

The Social Life *Los Angeles, CA*

Graphic Design Intern Oct 2014–June, 2015

Created designs for custom Greek and college lifestyle apparel.

Details Design Studio *Newport Beach, CA*

Head Designer's Assistant Dec, 2011–Sept, 2013

Assisted in the design and assembly of custom cards and invitations.

SKILLS

Adobe CS *Illustrator, InDesign, Photoshop, Premiere Pro, After Effects*

Microsoft Office *Word, Powerpoint, Excel*

Drawing, Illustration, Handlettering, Calligraphy, Photography *digital and film*

ACTIVITIES

AIGA, Cal Poly Student Chapter *San Luis Obispo, CA*

Member 2011–2015

Club 34 (Cal Poly Department of Art & Design) *San Luis Obispo, CA*

Member 2011–2015

Kappa Alpha Theta Fraternity, Zeta Theta Chapter *San Luis Obispo, CA*

Member 2011–2015

Make-A-Wish Club (Corona del Mar Student Chapter) *Newport Beach, CA*

Head of Fundraising 2010–2011; Member 2008–2011

Raised money to grant a *wish* to a child suffering from a life threatening disease.

HONORS

California Polytechnic State University *San Luis Obispo, CA*

Dean's List Spring 2015; Fall 2014; Winter & Fall 2013; Winter & Spring 2012

Portfolio and references available upon request.