

ALYSSA KELLE

A multi-faceted practice, information design combines visual design, written communications and usability. There are few, if any occupations that do not feel the benefit of good information design.

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403.993.5334

hawkdsgn.com

EXPERTISE

Branding & Visual Identity

Communications

Creative Strategy

Experience Design

Digital Design

Information Architecture

Graphic Design

Instructional Design

Marketing

Photo & Video

Technical Writing

UX / Usability

Web Design

EDUCATION

Bachelor of Communication -
Information Design
Mount Royal University
(Calgary, Alberta)

Dean's List 2013, 2014, 2015

Information Design
FH Joanneum - University of
Applied Sciences (Graz, Austria)

EXPERIENCE

Designer

May 2015 - July 2016

Reality Engine

- Produced print and web material for a multitude of clients, including a major bank, university, and top-3 home builder.
- Worked as design lead on three web design projects.
- Focused on the User Experience (UX) through analysis, prototyping and wireframing.
- Maintained brand standards through the design and implementation of multiple style guides.
- Contributed to a number of creative projects including campaigns, social media, and branding strategies.
- Leveraged proficiencies in Project Management through meetings, presentations, naming conventions and work-back schedules.

Information Design Specialist

May 2014-Apr 2015

Urban Systems Ltd.

- Partnered with urban planners, engineers and landscape architects to collect, analyze and present information to a variety of audiences.
- Enhanced public engagement strategy through technical communication, graphic design and information architecture.
- Produced carefully planned presentation material varying in scale from print to online.

Communications Specialist

Summer 2013

Alberta Environment and Sustainable Resource Development

- Created detailed infographics focusing on water basins here in Alberta.
- Generated web-ready interactive graphs depicting time sensitive flood information.
- Enhanced presentation material through visual communications.

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EXPERIENCE

Media & Communications Coordinator

May 2012-May 2015

Hillhurst United Church

- Managed and produced all media and communications; annual reports, printed brochures, event posters, weekly e-newsletters and advertisements.
- Updated and maintained website, with an emphasis on conceptual strategy and usability. Produced weekly iTunes podcast and e-newsletter.
- Supported social media strategy through visual and written communications - press releases, blog articles, etc.

Service Assurance Manager

2010-2012

TELUS Wireless | Data & Network Assistance

- Managed up to 20 employees through the implementation and tracking of key performance objectives.
- Produced material for and conducted regular meetings and presentations offering business performance metrics and strategies.
- Supported business needs by maintaining stakeholder relationships, handling escalation resolution and maintaining operational and cost effectiveness through attention to the user experience.

VOLUNTEER

Calgary Sexual Health Centre

2007-2010

Coming Out Monologues, YYC

2012-2015

Calgary Folk Music Festival

2009-2016

HAWK DESIGN & CREATIVE

I keep busy with freelance work, under my business name HAWK Design & Creative. HAWK has partnered with folks like DIRTT Environmental Services, Third Street Theatre, Alberta Theatre Projects, Baptiste Lake Tree Farms, BIG Winter Classic, Prime Tune Bike & Ski and Terra Dental Care.

TECHNICAL SKILLS

I'm fluent in the Adobe Creative Suite and saavy with both Apple and Windows OS. I'm pretty-okay with html and css - when I need to be.