



# Alissa Roy

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## Education

Rochester Institute of Technology  
Bachelor of Science, Media Arts & Technology, Magna Cum Laude 2016  
Master of Business Administration, Management Information Systems anticipated 2017

## Experience

Integrated Media Intern, *Hasbro* (May 2016-Aug.2016)  
Support the production of digital assets to be used across media campaigns for the Hasbro portfolio. Design mockups using Adobe Photoshop and Illustrator for brands such as My Little Pony, Marvel, and Sesame Street. Write media briefs and coordinate media plans.

News Section Editor & Writer, *Reporter Magazine* (Aug. 2015-Present)  
Edit the news section of the print magazine and digital website. Write articles for the features section.

Computer Lab Assistant, *School of Media Sciences at RIT* (Dec. 2015-Present)  
Oversee computer labs in the School of Media Sciences at RIT. Assist with printing, workflow management, and equipment checkouts.

Media Architect Intern, *Cross-Media Innovation Center at RIT* (Feb. 2015-Aug. 2015)  
Produce, research, and publish articles. Design graphics for print and web. Perform UX/UI design for *Print in the Mix* and *Unsquaring the Wheel* websites with HTML5, CSS, and JavaScript. Design book covers and coordinate cross-media marketing services.

Freelance Web Designer, *Rochester Institute of Technology* (Nov. 2014-Aug. 2015)  
Work to update various websites for professors and clubs. Utilize HTML5, CSS, and JavaScript.

## Activities

President, *Technical Association of the Graphic Arts - TAGA RIT Chapter* (Aug. 2014-Present)  
Publish a digital and printed book of technical papers across multiple platforms for a national competition. Activities include: digital publishing for tablet and phone, brand creation, web design, UX design, page layout, copy editing, photography, photo retouching, and team management.

App Publication Developer, *Vignelli Center* (Oct. 2015-Dec.2015)  
Utilize Adobe Digital Publishing Solution, InDesign, and Illustrator. Generate content, create branding, and design app publications for tablet. Ensure that branding was transferred to print materials.

## Skills

Software: Adobe InDesign, Photoshop, Bridge, Illustrator, and Digital Publishing Solution; Camera RAW

Hardware: Canon DSLR, Flatbed Scanner, Digital Printer, MakerBot, Apple & Windows Machines

Coding: HTML5, CSS, SASS, JavaScript, Bourbon/Neat, XML, XSL

## Courses

Typography & Page Design, Imaging, Webpage Production, Quantifying the Media Experience, Magazine Publishing, Advanced Retouching & Restoration, Technical Writing, Transmedia Publishing, Information Architecture, Database Publishing, Book Design, Internet Marketing

## Awards

Creativity & Innovation Scholarship, Electronic Document Scholarship Foundation Board of Directors Scholarship, TAGA Best Electronic Publication 2015 & 2016, TAGA Best Technical Writing 2016, Presidential Scholarship, Frank Romano Lifetime Achievement Scholarship