

ALISSA ROY

Contact

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Education

**Master of Business Administration
Management Information Systems**
Rochester Institute of Technology
3.87 GPA, 2017

**Bachelor of Science
Media Arts & Technology**
Rochester Institute of Technology
Magna Cum Laude, 2016

Skills

Software
Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Camera Raw

Coding
HTML5
CSS
SASS
JavaScript
Bourbon/Neat
XML
XSL

Expertise
Content management
Information architecture
Technical writing
Management
Project planning
Digital publishing

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 mock-ups using Adobe Photoshop and Illustrator for brands such as My Little Pony, Marvel, and Sesame Street. Write media briefs and coordinate media plans.

Page Layout Intern

MullenLowe (June 2017-Aug. 2017)

Refine layouts for the production of print and digital assets for brands, including JetBlue and U.S. Cellular. Utilize skills in InDesign and Photoshop to optimize layouts and ensure brand guideline compliance.

President

Technical Association of the Graphic Arts (Aug. 2014-May 2017)

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.

News Section Editor & Features Writer

Reporter Magazine (Aug. 2015-May 2017)

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-Dec. 2017)

Oversee computer labs in the School of Media Sciences at RIT. Assist with printing, workflow management, and equipment checkouts.

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.

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.