

# ALISSA ROY

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## Contact

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716.864.3828

## 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  
Omnigraffle  
Tableau

**Coding**  
HTML5  
CSS  
JavaScript  
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.