

Alyssa Roth

Graphic Designer and Photographer

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EDUCATION

Drexel University, 2016
B.S. Graphic Design
Photography Minor
Cumulative GPA 3.56

Drexel London Study Abroad
Summer 2014

SKILLS

Adobe CC (Photoshop, InDesign,
Illustrator, Bridge, Lightroom)

Vector & Hand Illustration

Branding Development

Environmental Design

Digital Photography

Poster Design

Screenprint

Packaging

Publication

HTML/CSS

Microsoft Office

WORK EXPERIENCE

Croscill LLC

Junior Graphic Designer and Photographer, October 2016-Present

- Simplifies and revamps older packaging designs for shower liners, tablecloths, and bedding collections.
- Develops engaging email and web graphics for sale events, promotions, and announcements for new products
- Shoots and edits product and editorial photography of bedding and home decor for email blasts, web graphics, and the home page
- Communicates and works with product developers and textile designers for color retouches on studio product photography

The Penn Mutual Life Insurance Company

Graphic Design Co-op, March-September 2015

- Created a dynamic branding system for The Penn Mutual Collegiate Rugby Championship including stadium graphics and a 24'x14' billboard
- Refined and livened older designs of seasonal publications, brochures, and forms by using creative typography and original photography
- Produced web graphics for articles, events and holidays on social media platforms and company website

Freelance Work

Akin Gump Strauss Hauer & Feld LLP

Photographer for Democratic National Convention, June-September 2016

- Worked with Akin Gump for two events at the DNC photographing candid and group shots of politicians, lawyers and other guests
- Corrected color and exposure of selected photos for print and online marketing material

Mark Willie, Graphic Designer

Photographer, August 2016

- Photographed interior spaces and details of designer's historical home in Philadelphia for open houses
- Seamlessly composited selected RAW photos for correct exposure and color for indoor and outdoor lighting

American Institute of Graphic Arts (AIGA)

Photographer, May 2016

- Collaborated with designer, Mark Willie, to set up compositions of wooden and metal type for final poster designs
- Arranged lighting, shot and edited photos for the "AIGA Feedback XVIII" and "Vote For Me & I'll Set You Free (Ball of Confusion)" posters