

ALYSSA DIZON

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EXPERIENCE

MARIA TASH | SEPT 2023 - PRESENT

GRAPHIC DESIGN

- Develop and execute design standards for email marketing, generating \$350k+ revenue while maintaining 56% open rate.
- Revamp in-store visual experience by designing in-counter stationery, magazine spreads, and store hoardings.
- Create motion graphics and video edits for email, social media, and digital billboards.
- Own content creation including photography and video production for Instagram.
- Analyze image content, determining and performing color correction and cosmetic view on model retouching.
- Assist in the selection and editing of images for print and digital publications.
- Plan and assist in all photo and video shoots for still life and on-model.

MIMI SO INTERNATIONAL | JAN 2023 - SEPT 2023

GRAPHIC DESIGN

- Conceptualized and designed layouts, produced images, and developed styles for website, email marketing, social media, print, and corporate communications.
- Collaborated with Marketing and Sales to develop engaging visual content, resulting in a 22% increase in website traffic.
- Oversaw and managed the image assets from the photography studio.
- Photographed, edited, and posted lifestyle images on Instagram and website.
- Created print assets and lookbooks for in-store, private clients, and PR.

DIA ART FOUNDATION | MAR 2021 - DEC 2022

GALLERY ATTENDANT

- Elevated gallery experience through knowledge of art exhibits and art history to engage visitors with information about art, museum's exhibits, and upcoming events.
- Provided independent research relating to artists, and participating in curatorial discussion groups.
- Addressed visitor service issues and resolved each situation to enable optimal outcome for visitor and gallery.

SKILLS

ADOBE SUITE

Acrobat, After Effects, Dimension, Illustrator, Indesign-Photoshop, Premier Pro, and Media Encoder.

DIGITAL PROGRAMS

Canva, Figma, Google Suite, Klaviyo, Slack, Microsoft Suite, Miro, and TinkerCAD

LANGUAGES

English - fluent
Filipino - fluent

EDUCATION

FASHION INSTITUTE OF TECHNOLOGY

NEW YORK, NY

Advertising and Digital Design BFA

Communication Design One-Year Program AAS

SUNY NEW PALTZ

NEW PALTZ, NY

Major in Visual Arts