



ALYSSA BRUNSON

GRAPHIC DESIGNER | ALYSSABRUNSON.COM

CONTACT

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alyssabrunson.com

EDUCATION

Southern Utah University

2017-2020

BFA Graphic Design

Minor: Illustration

Summa Cum Laude

Snow College

2015-2017

Associate of Science

Summa Cum Laude

SKILLS

SOFTWARE:

Adobe Suite | Procreate | Figma

HTML & CSS | Klayvio | MailChimp

Asana | Wrike

STRENGTHS:

Social, Web, & Email | Publication

Data Visualization | Packaging

UX/UI | Illustration | Branding

OTHER:

Client Relations | Editorial Writing

Proofreading | Storyboarding

Social Media Marketing

REFERENCES

Available upon request

EXPERIENCE

Teton Sports

Senior Graphic Designer

July '23 - Dec. '24

Rebranded an outdoor gear company's identity system. Creative contributions included the brand identity and packaging for an entire product line. Leadership contributions included creative direction and timeline management.

HydroJug

Senior Graphic Designer

Mar. '22 - July '23

Created visual identities for individual product releases. Designed social media graphics and ads to promote product releases. Planned photoshoot themes and coordinated outfits and props. Provided feedback to junior designers.

BaseCamp Franchising

Graphic Designer

Aug. '20 - Mar. '22

Designed monthly marketing materials for two fashion retail brands, Kid to Kid and Uptown Cheapskate. Materials designed included window graphics, digital ads, billboards, public transit ads, and social media graphics. I also redesigned the annual priorities books which get sent out to franchisees, this resulted in clearer expectations and better communication with franchisees.

Arena Mail + Digital

Graphic Designer (Seasonal)

Aug. '20 - Nov. '20

Designed political digital and print materials for the 2020 election season. Adhered to individual campaign visual identities. Communicated with project managers to accurately convey the visions of our clients. Learned how to collaborate with large teams.

Stay Gold Marketing + Media

Graphic Designer

Oct. '19 - Aug. '20

Designed digital and print marketing materials for Bivy, a company centered around outdoor recreation and safety. Created window graphics for Bivy's new office space at the Gateway Mall in Salt Lake City, Utah.

INVOLVEMENT

Utah Pride Story Garden

Exhibitor, 2022

Piece: Utah Censored

AIGA

Member, 2017-Present

Graphic Design Club

Southern Utah University

Vice President 2019-2020

Member, 2017-2020

College Media Workshop

Atlanta, Georgia, Fall 2016

Austin, Texas, Fall 2015

Chroma Art Club

Snow College

Member, 2015-2017

FREELANCE

Sam Cram Interior Design

Logo design/branding, 2019

Bristle and Bits

Logo design/branding, 2018

The History of Iron Mining

Book cover design, 2018

Get Outside

Website, 2018

BONUS



Outdoor
Enthusiast



Aspiring
World Traveler



DIY Home
Remodeler



Dog Mom

EXPERIENCE CONTINUED

Ivanti

UX Design Intern

Summer '19

Assisted usability testing by creating research user profiles and storyboards. Created affinity diagrams based on user tests to then use cluster analysis to analyze collected data. Created prototypes in Figma for a company app.

Southern Utah University (various offices)

Community and Workforce Development Office

Graphic Designer

Nov. '19 - July '20

Rebranded three program visual brand identities that help adults advance in their careers or learn something new. Created graphics for print, web, and social.

Student Involvement and Leadership Office

Graphic Designer

Nov. '18 - Nov '19

Worked independently and collaborated with graphic design team to create flyers, posters, digital signage, and social media graphics for campus events. Met with campus event coordinators to discuss colors, graphics, and themes for marketing materials.

Outdoor Pathways Office

Graphic Designer

Jan. '18 - Aug. '18

Designed posters, swag, signage, and social posts to encourage students to apply for internships with the Forest Service, National Park Service, etc. Designed materials to help support the advertising and execution of events hosted by the Outdoor Pathways Office.

University Journal

Advertising Assistant / Graphic Designer

Aug. '17 - Jan '18

Designed advertisements for print, web, and social. Contacted local businesses and campus organizations to discuss potential sponsorship of magazine. Developed marketing strategies to reach out to potential sponsors. Kept record of payments and sponsor contracts.

AWARDS

Fellows Scholarship

Southern Utah University, 2017-2020

Dean Scholarship

Snow College, 2015-2017

Talent Based Scholarship

Southern Utah University, 2019-2020