

ALYSSA FERRER

alyssaferrer[at]gmail.com

www.alyssaferrer.com

» Qualifications

6+ years graphic design & marketing experience

Mastery of pre-press, production, printing, and bindery

Proficiency in Windows and Mac, Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Bridge, CorelDraw, Microsoft Office, and Blackboard

Enjoy working with others to develop projects from conception to completion

Eagle eye for detail and accuracy

» Committees, Clubs & Leadership

UNT Sustainability Council

Member 2008

"We Mean Green" Communications

Subcommittee Member

Appointed By UNT President Bataille

North Texas Energy & Environment Club

Vice President, Marketing

Summer & Fall 2008

Contributed To Clinton Global Initiative

UNT University Curriculum Committee:

Faculty Senate

Student Representative

Fall 2008–Present

Student Advisory Board

Art Education & Art History 4812

History of Modernism

Fall 2008

Pathways to Green Marketing Proposal

Brand Management & Product Planning

Spring–Summer 2008

» Volunteer Experience

Real School Gardens

January 2009–Present

Conduct fund raising prospects research and write case for support

North Texas Food Bank

Fall 2008–Present

Hunger in America 2009 Feeding

America Research Study and various fund raising events

Lewisville I.S.D. Special Olympics

Fall 2003–Summer 2005

Basketball, soccer, and aquatics

» Pertinent Coursework

Brand Management & Product Planning, Advanced Graphic Design, Publication Design, Web Design, Packaging Design, Digital Photographic Imaging, Fundraising and Philanthropy

» Education

BFA, Communication Design, Summa Cum Laude; Minor in Marketing

University of North Texas, Denton, Texas, May 2009

4.0 Cumulative GPA; 4.0 Major GPA; President's List 2005–2009

» Experience

UNT ART GALLERIES, College of Visual Arts & Design

Designer: Rainmakers' Workshop Publication

April 2008–Present

Develop and produce comprehensive printed material to document, commemorate and archive Rainmakers' Workshop, 2007 UNT campus public art environmental garden piece by international artist Daniel Bozhkov.

BIRDSEYE PHOTOGRAPHY

Photo Assistant, Editor & Graphic Designer

July 2008–Present

Select, edit, and process digital photos. Create and extend identity system through various advertisements, website, and other media.

NORTH TEXAS FOOD BANK

Agency Relations Intern

January–April 2009

Worked with over 260 Member Agencies in 13 North Texas counties to administer the Agency University education program, including Continuing Education Units. Utilized El Centro & Dallas Community College District online software to develop and distribute course materials, record, edit and upload class video, texts, and other information. Coordinated resources and instructors.

UNT RECREATIONAL SPORTS

Graphic Designer and Marketing Assistant

August 2006–September 2008

Established and delivered a consistent brand identity for all seven Recreational Sports program areas and the UNT Pohl Recreation Center. Conceptualized and produced marketing materials, including program guides, flyers, large banners, environmental and informational graphics, t-shirts, web graphics, photography and advertisements. Managed design layout, photo selection/archival, and content management.

MINUTEMAN PRESS LEWISVILLE

Designer, Pre-press and Typesetter

June 2004–August 2005; Summer 2006

Worked with clients to design and typeset various print projects, including logos and complete identity systems, business cards, stationery, signs and restaurant menus for single- to full-color projects. Mastered pre-press, digital printing, and full bindery skills.

» Freelance Experience

4th International Colloquium of Academy of Marketing's Brand, Identity and Corporate Reputation Special Interest Group, UNT Sustainability Council, North Texas Energy & Environment Club, Texas Heat, Thousand Trails, Orthopedic Associates

» Recognition & Achievements

2009 UNT Communication Design Outstanding Undergraduate Student

2009 Original photos accepted into Dallas Society of Visual Communications National Student Show

2008 2nd Place, Faculty Publication, NIRSA Creative Excellence Awards

2008 Illustrations accepted into Dallas Society of Visual Communications National Student Show

2008 UNT College of Visual Arts & Design Karen & Austin Adams Scholarship

2008 UNT Communication Design Top Ten Junior Graphic Design Portfolio Award

2007 UNT School of Visual Arts Karen & Austin Adams Scholarship

2007 UNT Communication Design Top Ten Sophomore Portfolio Award

2005–2009 UNT Board of Regents Scholarship

*Samples of graphic design portfolio, writing, research and academic and professional references available.
Updated May 2009*