

EDUCATION

THE ART INSTITUTE OF COLORADO

Denver, CO | March 2011

Web Design and
Development Diploma

THE UNIVERSITY OF IOWA

Iowa City, IA | Dec. 2007

B.F.A. Graphic Design
Business Entrepreneurship
Certificate

THE INSTITUTE OF ITALIAN STUDIES

Florence, Italy | Fall 2005

EXPERIENCE

AOR, INC.

Designer | October 2011 - Present

- Utilize current technologies and industry best practices to develop thoughtful, seamless experiences through the design and coding of websites, microsities, landing pages, online ads and email marketing
- Lead the creative team on all interactive projects including concepting, budget development, wireframing, design, programming, client training and maintenance
- Train and direct junior designers to succeed in a fast-paced agency requiring branding and marketing expertise
- Collaborate with account executives, copywriters, and fellow designers to create successful and innovative marketing campaigns from concept development to final execution and presentation

ALYSSA PETERS DESIGN

Owner, Web Designer and Front-end Developer | May 2005 - Present

- Generate creative briefs and estimates based on the client's budget, timeline and goals
- Design and develop logos, brand guidelines, websites, web marketing materials, and email blasts for a wide variety of clients
- Program custom Wordpress-themed websites using the Twitter Bootstrap framework, HTML5, CSS3, PHP and jQuery

MONEYGRAM INTERNATIONAL

Interactive Designer on Contract | Jan 2011 - July 2011

- Worked with domestic and international clients to keep corporate website updated with current information and promotions
- Designed, maintained and coded landing pages, banners and microsities

SKILLS

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Microsoft Office
Coda

KNOWLEDGE

Wordpress CMS
Responsive Design
SEO
Web Usability
Email Marketing

LANGUAGES

HTML/CSS
jQuery
PHP
Wordpress Codex
Twitter Bootstrap Framework