

ALYSA RASCHKE

GRAPHIC DESIGNER

HELLO!

I am a graphic designer looking to showcase my skill set with a team that shares the same passion and enthusiasm for their craft as I do. With 10+ years of experience, I thrive on the exploration of creative possibilities while being diligent in every detail and deadline.

SKILLS

- Graphic design
- Layout & typography
- Branding
- Photo editing & retouching
- Print production
- Digital design
- Basic UX/UI
- Email and web graphics
- Project collaboration
- Time management
- Multitasking

SOFTWARE

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Figma, Adobe XD, Canva
- Powerpoint/Keynote
- Content Management Systems
- Email marketing tools
- Basecamp, Trello

EDUCATION

BFA Digital Art & Design
Long Island University
2005-2009 • GPA - 3.7

PORTFOLIO

Alysaraschke.com

References available upon request.

EXPERIENCE

Graphic Designer

Tauck | July 2016 - April 2020

- Produced print & digital assets for brand, sales, and internal teams; supported shift from print-heavy to digital strategy.
- Led redesign of Small Ship & Welcome Series email campaigns, increasing click rates by 28%.
- Built digital assets, formatted/tested CMS templates, and trained team members for major website launch.
- Delivered 30+ brochures annually under tight deadlines, reaching 1M+ households worldwide.

Senior Graphic Designer

Mindtrust | June 2013 – July 2016

- Delivered high-quality design solutions for clients including Yale and CVS Health.
- Created assets across print, web, mobile, email, UX/UI, social campaigns, presentations, and branding.
- Managed remote teams and ensured on-time, on-budget delivery using Basecamp and Harvest.

Graphic Designer

JCDecaux | Jan 2010 – June 2013

- Designed and produced marketing materials for the North American region in a fast-paced environment.
- Developed brochures, sell sheets, media kits, mailers, promotional materials, and managed photo/media library.
- Conceptualized creative advertising solutions for prospective clients.