

# Alysa Raschke

Graphic Designer

- 🌐 Alysaraschke.com
- 📞 203.999.6479
- ✉️ Araschke007@yahoo.com

## 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 staying diligent with every detail and deadline.

## Design Knowledge

### Software

- Photoshop
- Illustrator
- Bridge
- Wordpress
- Adobe Campaign
- Indesign
- After Effects
- Acrobat Pro
- Sitecore
- Office Suite

### Skills

- Print design
- Email design
- Typography
- Branding
- UX/UI design
- Project Management
- Website design
- Testing
- Social Media
- Photo editing
- Wireframing

## Education/Awards

### LIU Post - Long Island University

BFA in Digital Art and Design | GPA - 3.7

- Best on Long Island Gold Metal recipient
- O'Malley Grant recipient in Visual Arts.

## Experience

### Graphic Designer

Tauck | July 2016 - April 2020

As part of a fast-paced creative team, I led and supported a wide variety of deliverables for our brand, sales and internal teams. Versatile in both print and digital design, I collaborated across departments to assist in the transition from a print heavy strategy to a new digital frontier.

Led the redesign of our Small Ship and Welcome series email marketing campaigns resulting in a 28% click rate increase.

Created digital elements, formatted/tested page templates, and trained team members within our new CMS system as part of an extensive new website launch.

Followed creative direction, high-quality standards and tight deadlines to produce over 20 brochures a year as part of a high volume production team reaching over 1 million households worldwide.

### Senior Graphic Designer

Mindtrust | June 2013 - July 2016

Provided exceptional design services for a variety of reputable clients resulting in high quality, multi-faceted project portfolio including concessionaire tray production design, app design, email marketing design, wireframes, UX/UI design, social media campaign assets, presentation decks and client/company branding

Managed and collaborated with cross-functional teams to deliver on-time and on-budget projects by effectively communicating project timelines, progress, and objectives using tools such as Basecamp and Harvest.

### Graphic Designer

JCDecaux | Jan 2010 - June 2013

Worked within a fast-paced marketing department to conceptualize, develop, and design all marketing material for the North American region.

Tasks include designing and updating brochures, books, sell sheets, mailers, media kits, promotional material, brainstorming and mocking up innovative ideas for prospective clients looking for "out of the box" advertising options, photo retouching, film scanning and editing, managing media library, optimizing photos for web.

## Interests



Drawing



Claw Machines



Exploring



My Dog