

# Alyssa Lenefeld

Digital Designer

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## About

Chicago-based digital designer passionate about marketing design and animation, committed to creating meaningful connections between brands and their audiences.

## Experience

### UN/Common

Feb 2021 - Present

Digital Designer

- Achieved remarkable success through meticulously crafted email campaigns, tailored to diverse client needs, showcasing a keen eye for detail in both design and execution
- Spearheaded project management efforts to ensure seamless alignment between client expectations, contractual obligations, and deliverables, resulting in consistently satisfied clients
- Elevated brand consistency across multiple campaigns by proactively updating and refining design systems, contributing to enhanced brand recognition and customer engagement
- Cultivated strong client relationships by consistently delivering captivating designs that not only resonated with audiences but also generated measurable outcomes, fostering long-term partnerships and trust
- Played a pivotal role in mentoring and guiding junior designers, facilitating their growth and proficiency in digital design best practices, contributing to a cohesive and skilled design team

## Education

### University of Illinois at Urbana Champaign

May 2015 - June 2020

Graphic Design

- Studied graphic design fundamentals in typography and composition, critical thinking, drawing, design and art history, research methods, user experience, and social responsibility
- Developed personal interests by taking courses in photography, video, computer science, and Informatics

## Skills & Tools

### Skills

Visual Design, Animation, Communication and Collaboration, Adaptability, Continuous Learning

### Tools

Figma, Adobe Creative Suite