

# Alyssa Mendoza

## GRAPHIC DESIGNER

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\*Willing to relocate

## ABOUT

I am a passionate and motivated professional specializing in visual storytelling through graphic design. I have collaborated with clients in healthcare, transportation, construction, academic, and non-profit industries. My expertise encompasses logo creation, branding, digital and social media marketing campaigns.

## EDUCATION

### University of Lynchburg, Lynchburg VA

Bachelor of Arts, Graphic Design (Major), Digital Media (Minor) 2016 – 2020

## PROFESSIONAL DEVELOPMENT

### Leadership Lynchburg Flagship Program

*Certificate of Graduation, Class of 46*

Awarded Spring 2023, Lynchburg Regional Business Alliance

- Gained advanced skills in communication, leadership, and professional networking through a comprehensive program designed for emerging leaders in the community.

## EXPERIENCE

### Graphic Designer & Brand Manager

Centra Health | Oct. 2023 – Present

- **Brand Management:** Develop and maintain brand guidelines and adherence across all media channels. Coordinate with vendors on updating signage across all campus locations in Central Virginia.
- **Graphic Design:** Design logos, brochures, and various print collateral, create targeted and digital programmatic ads, social media graphics, emails, presentations, and more using Adobe Creative Suite.
- **Website Branding:** Collaborate with external companies, agencies, and vendors to align internal and external websites and employee intranet with corporate identity and branding standards.
- **Collaboration:** Work with in-house copywriters, photographers, videographers and other designers; participate in weekly content brainstorming sessions. Partner with key stakeholders for branding on construction projects, groundbreakings, and various corporate initiatives.

### Creative Marketing Specialist

Centra Health | Oct. 2020 – 2023 (Promoted to Graphic Designer & Brand Manager)

- **Branding and Logo Creation:** Design logos that embody the brand's identity and values, ensuring alignment with overall brand strategy.
- **Brand Refresh Implementation:** Develop and deploy updated branding materials for Centra's brand refresh, including logos, templates, signage, and visual assets across 9+ service lines.
- **Print Marketing Collateral:** Create high-quality print materials such as brochures, flyers, posters, and direct mailers; update directional signage and support new wayfinding campaigns.
- **Digital Marketing Collateral:** Produce eye-catching digital content, including email newsletters, social media ads, graphics for stories and reels, web banners, and digital billboards.

## Marketing & Social Media Coordinator

University of Lynchburg | Oct. 2018 – May 2020

- **Content Creation:** Design and produce both print and digital signage to promote special events and new meal programs.
- **Social Media Management:** Curate and organize content for social media platforms (Facebook, Instagram, Twitter) to engage the campus community and highlight dining services.
- **Website and Email Coordination:** Oversee website updates and manage campus-wide emails to ensure timely and effective communication of dining services initiatives.

## Freelance Graphic Designer

Aug. 2016 – Present

- Delivering custom graphic design solutions to clients on a project-by-project basis.

## SKILLS & SOFTWARE

- Adobe Creative Suite, Photoshop, Illustrator, InDesign, Express, Lightroom, Premiere
- Microsoft Office, Word, Excel, Teams, PowerPoint
- Wireframing and prototyping, Figma, Adobe XD, InVision
- Website design, Drupal 9, Squarespace, Wix
- Email and event management: Hubspot, MailChimp, Workshop
- Photography, digital, film and darkroom processes
- Project Management software, Asana & Smartsheet
- MAC & PC fluent