

Alyssa Meadows

senior designer
art director
creative manager

CAREER OBJECTIVE

Innovative and fast-moving
creative ideator & leader
with a mastery in functional
and *strategic creative design*
seeking continued growth
and exciting *new*
opportunities.

SKILL SUMMARY

Photoshop
InDesign
Illustrator
XD / Figma
After Effects
Acrobat
HTML and CSS (beginner)

EXPERIENCE

Conceptual Ideation
Branding Animation/After Effects
Video Art Direction
Front-End Web Design
Email Marketing
App Design
Photo Art Direction
Direct Mail
In Store Signage
Social Content & Design

MIZZEN+MAIN • Dallas, TX

September 2023 - Present

Sr Graphic Designer

Responsibilities include seasonal campaign concepting across all channels - print, ecomm, e-mail, paid, social + retail. My responsibilities also include executing marketing collateral for product launches and promos as well as collaborating with photographers for seasonal shoots.

Neiman Marcus • Dallas, TX

April 2018 - September 2023

Sr Design Mgr: Campaign Execution

Responsibilities included managing a team of leaders and designers tasked with elevating the overall aesthetic and editorial content of Neiman Marcus. I also concepted and created editorial magazines for our seasonal campaigns as well as helped to establish design templates and unique animations for seasonal campaigns

JCPenney • Plano, TX

April 2010 - April 2018

Sr Art Director: Women's, Men's, Kids + Brand

Drove conceptual creative brand campaigns through digital, social, print and broadcast

Michael's • Las Colinas, TX

October 2015 - May 2016

Concept & Development Designer

Drove conceptual creative for print collateral and seasonal campaigns & promotions

AGM Creative • Plano, TX

April 2007 - April 2010

Senior Designer

Designed and managed creative collateral while collaborating with illustrators, photographers, copywriters and printers to develop strategic creative outputs

One Source Printing & Graphics • NY, NY

April 2007 - July 2008

Graphic Artist

Created large brand advertising for clients (Addidas and Victoria's Secret) while managing project workflow