Alyssa Varsanyi
UX/UI & Graphic Design

alyssavarsanyi.com

hi@alyssavarsanyi.com

518.598.2780

alyssavarsanyi

Professional Experience

Oomph, Inc., Providence, RI*
UI Designer, June 2023–present
Associate UI Designer, Nov 2021–June 2023
Creates unique and innovative visual designs for clients and their end-users for a responsive web experience, adhering to WCAG & ADA Compliance. Collaborates with internal teams, user experience (UX) research/architecture, the client's own brand standards, and their strategic business goals

MJH Life Sciences, Cranbury, NJ
Senior Graphic Designer, Dec 2020–Nov 2021
Maintained effective and open communication with other members of the marketing and design team, developed print and digital collateral for pharmaceutical clients.

Graphic Designer, July 2019–Dec 2020
Accountable for creative briefs from various internal and external clients. Brand management for Targeted Oncology™ and NeurologyLive® marketing materials.

Binsky, Piscataway, NJ
Junior Graphic Designer, July 2018–July 2019
Spearheaded projects from concept to completion for a B2B, B2C and an internal audience. Drove project management, copywriting and photography.

Hudson Valley Community College, Troy, NY
Graphic Designer, May 2017–June 2018
Produced higher education collateral ranging from an alumni magazine to event materials. Completed creative requests from internal and external clients.

Featured Freelance Design

Fuzehub, Albany, NY*
Freelance Designer, April 2023–present (and January 2018–Oct 2021)
Collaborate with members of the marketing team to redesign their website, create print/digital collateral material, magazine publications and event artwork for a B2B audience.

TBGA, New York, NY*
Freelance Designer, July 2020–Jan 2021
Worked with the Chief Creative Officer to create social media marketing campaigns and web designs for various clients.

Professional Development

Emotional Intelligence, MJH Training Academy, Cranbury, NJ, October 2020

Selected Attendee, Designation Conference, *Business Today* © Princeton University, New York City, NY, May 2018

Education

MPS in UX Design, Aug 2022, Maryland Institute College of Art (MICA)* GPA: 4.0

BFA in Graphic Design, 2018, Cum laude The College of Saint Rose, Albany, NY

Study Abroad, Graphic Design in London, The College of Saint Rose, Ten days, 2017

Design Skills

Visual communication and concept development from discovery to completion: identity and branding, business systems, editorial design, poster design, typography, advertising, illustration, photography, information design, packaging, collateral design, editorial and book design, web, apps, motion and interactive design, copywriting, project management, pre-press production.

Technical Skills

Proficient in: Adobe Creative Cloud including Illustrator, Photoshop, InDesign, After Effects, Acrobat, Lightroom and Adobe XD; Figma; InVision; Procreate; Constant Contact; Basecamp, Freedcamp, Workfront, Jira, Office 365 including Word, PowerPoint, Excel, Microsoft Teams, and Outlook; Slack; Loom; Contentsquare, Hotjar

Familiar with: Google Analytics; HTML, CSS; Salesforce

Certificates & Memberships

Contentsquare Certified, Contentsquare June 21, 2023

Member, Queer Design Club January 2021–present

Contributing Member, AIGA Upstate NY Chapter, December 2018–2021

Awards and Honors

Silver, Digital Health Award (Web-based Digital Health Microsite), 2023

American Digital Design Award Graphic Design USA, 2023

American Graphic Design Award Graphic Design USA, 2022, 2017

Award of Excellence, SUNYCAUD Hudson Valley Community College Accepted Student Package, 2018

American Package Design Award Graphic Design USA, 2018

Finalist, Student ADDY Awards Packaging & Magazine Design, 2018 Illustration, 2017, American Advertising Federation (AAF)

* Indicates a remote role