

**Alyssa Varsanyi**  
Graphic Designer



Plainsboro Township, NJ

[alyssavarsanyi.com](http://alyssavarsanyi.com)

[hi@alyssavarsanyi.com](mailto:hi@alyssavarsanyi.com)

518.598.2780

 [alyssavarsanyi](https://www.instagram.com/alyssavarsanyi)

## Professional Experience

**MJH Life Sciences**, Cranbury, NJ  
*Senior Graphic Designer*, Dec 2020–present  
Maintains effective and open communication with other members of the marketing and design team, developing 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. Collaborated with the marketing team and internal clients. 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.

**Proctors Theatre**, Schenectady, NY  
*Graphic Design Intern*, June–August 2017  
Composed education materials, posters and signs for entertainment related subjects with a heavy focus on illustration and photography.

## Featured Freelance Design

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

**Fuzehub**, Albany, NY  
*Freelance Designer*, January 2018–present  
Collaborate with members of the marketing team to create print/digital collateral material, magazine publications and event artwork for a B2B audience.

**Luigi's Ice Cream**, Metuchen, NJ  
*Freelance Designer*, February 2019–2020  
Brand management for Luigi's Ice Cream. Delivered product, poster and menu design from concept to completion. Produced logo design and brand for Paradise Teas.

## 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**, Maryland Institute College of Art (MICA), Baltimore, Maryland  
Anticipated Graduation: August 2022

**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 research 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, 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; InVision; Constant Contact; Freedcamp, Workfront, Office 365 including Word, PowerPoint, Excel, Microsoft Teams, and Outlook; Slack, Skype.

**Familiar with:** Sketch, Figma, FramerX; HTML, CSS; Salesforce.

## Memberships

*President*, Boldway: Art Shop, Piscataway, NJ, August 2020–present

*Contributing Member*, AIGA Upstate NY Chapter, December 2018–present

## Awards and Honors

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

American Graphic Design Award, Graphic Design USA, 2017

## Exhibitions

*Exhibitor*, Senior Art Show, Esther Massry Gallery, The College of Saint Rose, 2018

*Exhibitor*, Nasty Women of the North, Collar Works, 2017

*Exhibitor*, Handmade Typography Show, Picotte Gallery, The College of Saint Rose, 2017

*Exhibitor*, juried Undergraduate Show, The College of Saint Rose, 2015–2018