

# ALYSSA ROSE WALDROP

Business Owner, Graphic Designer & Illustrator



DesignsByAlyssa LLC  
GRAPHIC DESIGNER & ILLUSTRATOR

## PROFILE

I'm a Graphic Designer with a love for illustration. I love working primarily in InDesign or Illustrator to create my pieces. I have an eye for clean yet fun design layouts. I've had multiple years in the print industry and am fluent in print design and production, as well as social media, digital & UX design. I come by it honestly: I'm a perfectionist to a fault.

Since having started my graphic design career in 2018, I've held many different roles over the years; from a project manager, to an office manager, to a graphic designer, and now a full time business owner. I value all experiences I am faced with, and I'm constantly looking to learn and stay current with the modern graphic design trends. My experiences range from identity branding, print design, social media design, web asset design, product design, large format print design, travel incentive print, and much more. My specialties fall into print design, but I'm experienced in multiple ranges of design fields as well! I've created pieces for large scale businesses and corporations, as well as smaller family owned practices and shops.

In addition to graphic design, I have a heart for hand drawn art and sketching. I'm known to work best with pencil & paper. The most satisfying part of designing for me is seeing my creation come to life in a printed format, whether that be from product design, a printed flyer, or a postcard.

## WORK EXPERIENCE

may 2023 - present

### Owner; Graphic Designer & Illustrator

DesignsByAlyssa LLC based outside of St. Louis, MO

#### My current role includes:

- Work with clients to create a variety of designs, such as logos and brand identity, print and digital media layouts, product design, social media content & more from concept to completion
- Coordinating with clients on a daily basis to fulfill a variety of design needs
- Focus on client goals and their visions for their projects
- Coordinate with outside print sources, if needed, to produce client products
- Create product designs for a multitude of print & digital formats, including but not limited to: business cards, letterhead, note pads, brochures, large format print, magnets, signs, posters, flyers, travel incentive products such as luggage tags, travel pouches and lanyard badges, and many more
- Single person owner & operator of remote-based LLC

#### Notable mentions

- Re-designing company print materials (brochure, note pads, website proposal)
- Take over an existing position and learn without instruction the basic operations of the company, including machine operation, file management, client involvement, and even credit card system
- Re-brand various company logos and brand identity

oct 2018 - may 2023

### Project Manager & Graphic Designer

HUEosity (formerly Top Graphics / GHJ, LLC) Maryland Heights, MO

*\*prior to my position with HUEosity, I started in a partnering company called KM Press, Inc. in Belleville, IL that was in the works of merging with another partner company called Ultra Color Corporation in St. Louis, MO. Those 2 companies & Top Graphics all merged together to what is now known as HUEosity. This merger started before I became employed (to help explain the short times at the below two locations).*

aug 2018 - oct 2018

### Graphic Designer, Digital Print Operator & Pre-Press Specialist

Ultra-Color Corporation St. Louis, MO

feb 2018 - aug 2018

### Graphic Designer, Digital Print Operator & Office Manager

KM Press, Inc. Belleville, IL

## CONTACTS

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Address 106 Horseshoe Valley Dr  
Labadie, MO 63055

## EDUCATION

2017

### BACHELOR OF ARTS GRAPHIC DESIGN

Lindenwood University

2013

### GENERAL EDUCATION BUSINESS EMPHASIS

Seckman High School

## SKILLS

Adobe Illustrator



Adobe InDesign



Adobe Photoshop



Adobe After Effects



UX Design



Microsoft Office (Word, PPT, Excel)



Photography (DSRL Camera + Related Equipment)



# WORK EXPERIENCE continued

July 2017 - Feb 2018

## Print Services Consultant

Office Max Fenton, MO

July 2016 - Feb 2018

## Delivery Driver & Food Preparer

Papa John's St. Charles, MO

Mar 2016 - Nov 2016

## Front Desk Receptionist

The Cheesecake Factory Chesterfield, MO

Nov 2014 - Jan 2015

## Sales Associate (seasonal)

Kohl's St. Peters, MO

Nov 2013 - Mar 2016

## Five Star Server / Hostess

Wehrenberg Theaters St. Charles, MO

Aug 2013 - Nov 2013

## Crew Member

Great Wraps Chesterfield, MO

Jun 2012 - Aug 2013

## Real Estate Servicer

Anheuser-Busch Employees' Credit Union St. Louis, MO

# WORK RELATED EXPERIENCE & SKILLS

- Receive customer files in various formats (images only, InDesign packages, etc.) and check to assure pre-press department has all necessary file components needed to move forward.

- Operate under G7 color standards, working with Indigo printers, offset printers (AB Dick, Heidelberg, etc), and small digital printers (Xante, Konica, Xerox, etc) as well as various finishing devices.

- Control and manage Canon, Konica, Xante & Xerox printers, including small maintenance activities such as cleaning, refilling, etc.

- Create print ready art files from scratch using customer provided reference artwork.

- Assess customer needs and suggest options based on the individual's ideas and marketing standards (i.e. appropriate paper stocks, artwork revisions, quantities, etc.)

- Manage client accounts & organize files based on specific filing criteria.

- Create original designs for client based projects utilizing a large variety of print and digital finished products.

- Specialize in illustrative design concepts to work to a brief, solve problems creatively and adapt to specific styles, if needed.

- Have an eye for detail and design, self-promotional skills, self-motivation and the ability to work to deadlines

- Create excellent, high quality, original drawings, both digitally and on paper

- Have a solid knowledge base for basic computer & IT skills

- As a freelance graphic designer: work with clients to create illustrations, logos, layouts, sketches & more that bring ideas to life

[WWW.DESIGNSBYALYSSA.COM](http://WWW.DESIGNSBYALYSSA.COM)



Designs By Alyssa LLC  
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FACEBOOK

@Alyssa Rose Waldrop



INSTAGRAM

@aesthetically\_alysa\_rose



LINKEDIN

@Alyssa-Waldrop

## HOBBIES



GOING TO  
THE GYM



DRAWING



VIDEO GAMES  
(OLD SCHOOL PREFERRED)



MOVIES

## EXPERTISE

- Project Development, Management and Coordination

- Direct Client Communication Involving Project Success

- Keyboarding: 49 WPM

- Telephone & Filing Experience

- Interpersonal & Organizational

- Analytically Oriented

- College Level Written & Verbal Communication

- 12+ Years Customer Service Experience

- 10+ Years Filing, Desk & Admin Responsibility Experience