

Alyssa Meadows

senior designer / art director / creative manager

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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 Storyboards

Video Art Direction

Front-End Web Design

Email Marketing

App Design

Photo Art Direction

Direct Mail

In Store Signage

Social

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 · NY, NY

April 2007 - July 2008

Graphic Artist

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