

# Alyssa Hitchcock

ahitchcock1214@gmail.com

alyssahitchcock.com

818.235.3042



**MA in Art and Technology – 2023**

The University of Oklahoma

**BA in Theatre Arts and Studio Arts – 2016**

*Theatre Arts, Graphic Design, Photography*

The University of Iowa

## **The University of Chicago - Advancement – 2025-Current**

***Designer (Contract February 2025–May 2025, Full-Time July 2025–Current)***

- Works collaboratively with the Communications team to create dynamic designs following The University of Chicago's brand guidelines as well as those of smaller partners across campus
- Designs large-scale signage and social media for large-scale Alumni Events, like Alumni Weekend and Homecoming, collaborating with the events and social media teams
- Creates advertisements, newsletters, mailers, and other assets for the Office of Gift Planning to send to members and potential donors.
- Works on email and social media campaigns and incentives to entice donors to give throughout the year, specifically during peak times of giving, like the end of the year

## **The District Communications Group (DCG) – 2022-2024**

- Worked on various accounts across DCG's portfolio
- Focused on social media designer, motion design and animation, and creative branding development for projects and conferences
- One-off projects included brand development for Sigil, a DCG joint venture, social posts for DCG, and a mobile billboard campaign around Super Bowl LVII for the Office of Mental Health and Suicide Preventions, Veterans Crisis Line

## ***Lead Graphic Designer & Photographer – TOPR 179 (2023-2024)***

Supported TOPR 179 as the Graphic Designer and Photographer for the 2024 VA/DOD Suicide Prevention Conference in Portland, Oregon

- Combined aspects of the VA and DOD brands to create the logo and cohesive brand for the 2024 conference
- Created all design elements used for web and print, including ad hoc slides or design assets utilized on the main stage
- Photographed all keynotes and overall event elements throughout the three-day event

## ***Graphic Designer – Rocky Mountain MIRECC (Mental Illness Research, Education, and Clinical Center) – (2023-2024)***

Created the campaign logo, color palette, and branding guide for the National Veterans Financial Resource Center (FINVET) for its website launch

- Designed social media and newsletter templates, as well as monthly assets for VA Suicide Risk Management (SRM) and Clinical Practice Guideline (CPG) for Suicide Preventions webinars
- Updated brochures for the Uniting for Suicide Postvention (USPV) group

### **SKILLS AND PROGRAMS**

Adobe Creative Suite

*Photoshop*

*Illustrator*

*InDesign*

*Premier*

*After Effects*

Microsoft Office

*Word*

*PowerPoint*

*Excel*

*Outlook*

Mailchimp

Figma

Canva

Wix

HeyOrca

Monday

Slack

Canon Cameras &

Equipment

### **3 WORDS TO DESCRIBE ME**

Collaborative

Flexible

Curious

## **Graphic & Lead Motion Designer – U.S. Department of Veterans Affairs, Digital GI Bill (2022-2023)**

- Brought engaging and strategic designs across various mediums, including social content, video, brand design, and print
- Kept up with design trends in the industry to elevate designs to be fresh and innovative, all while adhering to her client's branding styles
- Led all motion projects from early storyboarding to video creation and 508 Compliance finalization. Videos produced garnered thousands of views with minimal and organic marketing communications behind them, exemplified by the DGIB Y2 video, which garnered nearly 5k views in the first 2 months, and the Post-9/11 GI Bill video, which amassed almost 25k views in the first 5 months

**Awards:** Platinum MarCom Award for the *Enrollment Manager Teaser Video*

## **Konnect Agency – 2018-2022**

### **Graphic Designer**

- Created static and motion graphics for internal stakeholders and clients across multiple disciplines as the initial design member of Konnect Agency's growing digital department and an integral part of the creative team
- Delivered assets included newsletters, social media, print, mailer and package design, logo design, interactive PDFs, and PowerPoint presentations
- Developed a knack for working in a fast-paced environment, while adhering to competing client deadlines and brand guidelines
- Daily workload included video editing, GIF creation/motion graphics, photo editing, and researching trends in graphic design and social media to keep content relevant and consistent

## **Freelance Work – 2016-2018**

### **Photography**

- Photographed events around the Los Angeles area, mostly theater, stand-up, and headshot portraits, and edited them promptly for clients

### **Graphic Design**

- Worked with clients to create custom work for their needs. Ex: Worked with Laurel Hall School in North Hollywood to develop their Admissions packet, a logo, and banner for the 2016-2017 school year

## **The Daily Iowan – Photographer - 2013-2016**

### **Photographer**

- Photographed events in the Iowa City area for the student-run newspaper
- Captioned and edited the photographs promptly when faced with a deadline
- Worked with reporters in correctly creating a visual that supports their written piece
- Published Photographer in Various Daily Iowan Editions as well as *Season of Surprise: Iowa Hawkeyes 2015 Football Season* book

**Highlight Events:** *Iowa Athletics including 2013, 2014, and 2015 University of Iowa Football seasons, The Big Ten Football Championship 2015 and The Rose Bowl 2016, The Big Ten Women's Basketball Tournament in 2014 and 2015, Iowa Theatre Mainstage productions Imaginary Invalid and Striking 12, Iowa New Play Festival: Swordplay, Iowa Dance Concerts, Iowa City Top Chef 2014, and Hillary Clinton's first visit to the Historic Hamburg Inn No.2 on Iowa City, Iowa.*