

Alyssa Hitchcock

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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 District Communications Group (DCG) – 2022-2024

Worked on various accounts across DCG's portfolio, alongside my primary accounts listed below. Focused on motion design and animation work as well as 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.

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 a logo and cohesive brand for the conference. Created all design elements used for web and print. As part of event support staff, created ad hoc slides or design assets utilized on the main stage and 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) – Worked on various design products for each branch of the Rocky Mountain MIRECC team. Projects included creation of a campaign logo, color palette and branding guide for the National Veterans Financial Resource Center (FINVET) prior to its website launch, social media and newsletter templates and assets for VA Suicide Risk Management (SRM) and Clinical Practice Guideline (CPG) for Suicide Preventions webinars, and brochures for Uniting for Suicide Postvention (USPV).

Graphic & 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, print and 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 nearly 25k views in the first 5 months.

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

Detail Oriented
Calm Demeanor
Hard Working

PROGRAMS

Adobe Creative Suite

Photoshop

Illustrator

InDesign

Premier

After Effects

Microsoft Office

Word

PowerPoint

Excel

Outlook

Mailchimp

Canva

Wix

HeyOrca

Monday

Slack

Canon Cameras &
Equipment

**3 WORDS TO
DESCRIBE ME**

Collaborative

Flexible

Curious

Konnect Agency – 2018-2022

Graphic Designer – Created static and motion graphics for both 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. Deliverables 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 in a timely manner for clients.

Graphic Design – Worked with clients to create a custom work for their needs. Ex: Worked with Laurel Hall School in North Hollywood to create 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 in a timely manner when faced with a deadline. Worked with reporters in correctly creating a visual that supports their written piece.

Editing – Late nights each week editing photos and making slideshows for the paper and website the next day. Taught younger photographers how to better use photography and editing equipment. Published 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 Football seasons, The Big Ten Women's Basketball Tournament in 2014 and 2015, Big Ten Football Championship 2015, Rose Bowl 2016, 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.*