

# alyssa wandel

## CONTACT

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alyssawandel.com

## EDUCATION

Grove City College  
2011-2015  
*B.A with Honors in  
Communications Studies  
Minor in Entrepreneurship*

## PROFICIENCIES

Adobe Creative Suite  
Figma  
Sketch  
Invision  
Webflow  
Wordpress  
Squarespace  
Mailchimp  
Basic HTML & CSS

## RELATED SKILLS

Design Thinking Exercises  
ADA Compliance  
UX/UI Best Practices  
Social Media (Primarily TikTok,  
Instagram, and Facebook)

## EXPERIENCE

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*lead visual designer* January 2023–Present

### QUALIFIED DIGITAL

I lead the design process for client digital designs systems from concept to completion. I take established brand guidelines and push them to the next level, helping to establish comprehensive design systems for both web and mobile app experiences. Working closely with project managers, UX Strategists, and Developers to push creativity as much as possible, all while remaining in scope and on time. Outside of my role, I assist in client pitches, scoping, mentorship for junior designers, process development, and internal brand work.

*Select clients include: WEKA and Rubrik*

*digital art director* September 2021–January 2023

### SMITHS AGENCY (ACQUIRED BY BARKLEY, SEPTEMBER 2022)

I created concept-forward, human-first websites and digital concepts for clients. Collaborating with my team to push creative boundaries and produce innovative concepts, while maintaining best practices for web. In tandem educating and advocating web standards to the teams internally and externally. I also lead research oriented workshops for clients in both Mural and FigJam. Outside of my main role, I also provided creative concepting, branding, mentorship, and art direction.

*Select clients include: Dymatize, Amy's Kitchen, Premier Protein, Egglands, Belling Brands and Edward Marc Brands.*

*visual designer* May 2020–September 2021

### BARKLEYREI

As a member of the Experience Design team, I championed the design for several websites and social media campaigns from concept to completion. Creating component and pattern based designs helping our teams work smarter—not harder. Collaborating with user experience designers and developers to ensure the designs worked both visually and strategically.

*Select clients include: Texas A&M-Corpus Christi, Aqua America, Molloy University and Texas Christian University.*

*senior graphic designer* March 2019–May 2020

*graphic designer* May 2017–March 2019

### EAB