

CONTACT

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SOFTWARE

—Adobe Illustrator
—Adobe Photoshop
—Adobe InDesign
—Adobe After Effects
—Adobe Animate

LEARNING

—Figma
—Blender
—Adobe Firefly
—Midjourney
—Higgsfield

EXPERTISE

—Brand Identity
—Packaging & Dielines
—Illustration
—Print Production
—Motion & Animation
—Photography
—Large Format / Murals

EDUCATION

Stockton University

B.A. Graphic Design
Expected 2027
Academic Scholarship Recipient

Alyssa Spear

GRAPHIC DESIGNER

Designer with 10+ years across brand identity, packaging, illustration, motion, and print production. Comfortable owning projects end-to-end, from sketch through dielines and print-ready mechanicals to final production. Fluent in Adobe Illustrator, Photoshop, InDesign, After Effects, and Animate. Looking for an agency to call home.

PROFESSIONAL EXPERIENCE

Co-Founder & Lead Designer

2018 - 2025

Reality Upgrade

- Designed brand identities, menus, packaging, and print collateral for restaurant, retail, and consumer brand clients.
- Designed advertising creative across social, digital display, and print.
- Illustrated and animated a children's book and companion short film, taken from concept through final delivery in Illustrator and After Effects.
- Created original artwork for print-on-demand products including apparel, drinkware, and tote bags.
- Painted a large-format hand-painted mural at Saddle Hill Winery.
- Designed and styled interiors for residential and short-term rental clients, including final photography.

Graphic Designer

2019 - 2020

Evergreen Research & Marketing

- Designed graphics and motion for client projects in Illustrator and After Effects.
- Expanded single-product packaging into cohesive product line systems.
- Presented concepts to clients, integrated feedback, and produced print-ready files for production.
- Art-directed photo and video shoots for campaign deliverables.

Graphic Design & Marketing Intern

Summer 2016

Whirley DrinkWorks, Warren, PA

- Designed a 16 oz coffee mug sold nationwide at 7-Eleven, from brand brief through print-ready dieline.
- Designed trade show displays and product catalogs; shot and retouched 1,000+ product images for the company website.