



ALYSON HAYES

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EDUCATION

Flagler College- St. Augustine, FL

January 2021 - May 2023 - Bachelors in Fine Arts (BFA) in Graphic Design with Honors

Florida State College at Jacksonville- Jacksonville, FL

August 2018 - August 2020 - Associate in Arts with Honors

EXPERIENCE

Dreamette Springfield, Freelance Graphic Designer- Jacksonville, FL

April 2023 - Present

- * Successfully redesigned the menu, resulting in increased sales and more efficient ordering processes
- * Created kitchen posters to assist employees in streamlining their workflow for improved efficiency
- * Spearheaded an event promotion campaign that generated record-breaking sales

Dark Square Design, Graphic Design Intern- St. Augustine, FL

February 2023 - April 2023

- * Contributed to the development of branding and visual identity materials
- * Worked closely with senior designers to execute design concepts
- * Adhered to brand guides to create publication for non-profit organization

NFP, Graphic Design Intern- St. Augustine, FL

August 2022 - November 2022

- * Developed engaging content for marketing materials
- * Assisted in creating and refining designs for client presentations
- * Worked closely with the marketing team to create consistent branding across all collateral, maintaining a cohesive visual identity

SKILLS

- * Adobe Illustrator
- * Adobe InDesign
- * Adobe Photoshop
- * Adobe Dimension
- * Microsoft Office
- * Miro

