



**Alyssa Garcia**  
graphic designer + photographer

agdesignss.info  
ag.designs61@gmail.com

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## EXPERIENCE

### Converse

#### Lead Sales Associate

02.2024–Present

Los Angeles, California

Coordinates and organizes the Customization By You (CBY) Bar for custom Converse shoes and apparel. Leads and conducts in-store CBY events for customers. Operates Melco embroidery machine, heat press for patches and transfers, lace and grommet press tools. Managerial experience with Converse branding visual displays, sales, store polices, procedures and duties. Knowledgeable on Converse footwear, apparel, and accessories.

### Illusion Hills, Band

#### Freelance Photographer and Art Director

02.2022–Present

Los Angeles, California

Conceptualize ideas for photo shoots. Assist in creative direction for media. Assist in running special shows and events.

Instagram: @illusionhills

### Aurision, Music Blog

#### Freelance Art Director, Graphic Designer, and Playlist Curator

10.2021–Present

Los Angeles, California

Collaborate with creative team for branding and creative direction. Creation of concert short form content and artist interviews. Design visual concepts for projects and social media assets. Engagement manager and moderator for artist Discord servers. Help pitch artists and ideas to be in the weekly articles. Assist in curating weekly playlists.

Instagram: @aurisi0n

### Omnific

#### Founder and Creator

02.2021–Present

Los Angeles, California

Founded an independent brand to design, photograph, and self-produce crochet products for sale. Manage finances and social media assets and content.

Instagram: @omnific.la

### Freelance

#### Graphic Designer and Photographer

01.2021–Present

Los Angeles, California

Create identity design: logos, cover art, merchandise, and social media content for musicians. Design promotional show posters for print and social media for venues. Photograph concerts for touring artists and one night shows.

### 10K Projects

#### Creative Intern

07.2023–11.2023

Los Angeles, California

Created social assets (visualizers, banners, video cuts, Spotify canvas, Apple motion). Curated Weekly Releases video posts for musicians' singles and albums. Produced, formatted, and exported videos for distribution. Provided general design work for flyers, banners, videos, wheatpastes, cover art, logos, and event menus.

### Cedars-Sinai Medical Center

#### Graphic Designer

01.2023–05.2023

Los Angeles, California

Designed branding, campaign, visual concepts for event spaces. Coordinated and communicated with teams to organize and create design deliverables including posters, merchandise, and social media content. Researched and prepared proposals and presentations for clients.

### ArtCenter College of Design

#### Teacher's Assistant

05.2022–08.2022

Pasadena, California

Assisted professor, Shirleen Lavalais in their coursework for the Communication Design 5: Transmedia course. Provided feedback and support during critiques and lectures.

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## EDUCATION

### ArtCenter College of Design

Pasadena, California

09.2019–12.2023

Bachelor of Fine Arts in Graphic Design

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## AWARDS

### ArtCenter Portfolio Scholarship

09.2019–12.2023

### ArtCenter Provost's List

05.2022–08.2022

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## EXPERTISE

### Proficient in:

Illustrator, InDesign, Photoshop, After Effects, Premiere Pro, XD, Lightroom, Bridge, Acrobat, Media Encoder

### Familiar with:

Cinema 4D, Discord, PowerPoint, Slides, Word, Keynote, FontStruct, Glyphs, p5.js, Notion, Miro, Slack, MadMapper, Outlook, Teams

### Analog and More Media

Digital photography, public speaking, painting and drawing, mixed media, social media, videography, crochet, screenprinting, sewing, rug tufting