

# ALYSSA SPEICHER

GRAPHIC DESIGNER | CHICO, CA



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## About Me

As a graphic design professional with a Bachelor of Fine Arts in Communication Design, I bring a combination of creativity, technical expertise, and strategic thinking to every project. With experience leading design teams, managing client relationships, and creating impactful visual solutions, I am passionate about crafting engaging designs that drive results.

## Experience

### KCSC RADIO INTERNSHIP 2021—2024

#### LEAD GRAPHIC DESIGNER

As lead graphic designer at KCSC Radio, I headed design initiatives, creating promotional materials and branding assets to elevate the station's presence and engagement. I also managed a team of four designers.

### FREELANCE DESIGNER 2020—PRESENT

#### GRAPHIC DESIGNER

As a freelance graphic designer, I hone my project management skills, adeptly managing client relationships, deadlines, and budgets to deliver exceptional results.

## Education

### California State University, Chico

2021—2024

- Bachelor of Fine Arts in Communication Design

### Butte College

2017—2020

- Certificate of Achievement in Multimedia Studies

## Programs

Illustrator	<div><div></div></div>
Photoshop	<div><div></div></div>
In Design	<div><div></div></div>
Powerpoint	<div><div></div></div>
Word	<div><div></div></div>
Excel	<div><div></div></div>

## Expertise

- **Visual Design:** Branding, layout, typography, and creative problem solving
- **Digital Proficiency:** Strong command of design tools and platforms
- **Communication Skills:** Effective verbal and written communicator
- **Teamwork:** Collaborative leadership and team-building skills

References available upon request