

# alissa c. taylor

MULTIDISCIPLINARY DESIGNER PROJECT MANAGER

branding \_ print \_ web  
signage \_ packaging  
illustration \_ photography

## creative director / designer

### ACTDESIGN

Washington, DC, August 2006 - present

Provide design services to small companies, public relations firms, government organizations, NGOs and entertainment and food service industry clients

Develop branding, print, web, signage, illustration, packaging and exhibit design solutions from conception to production

Work directly with managers, clients and vendors to create concepts, solicit bids, develop project specifications, maintain timelines and budget and deliver successful products and solutions

Clients include:

KATE TALLENT DESIGN  
COX FARMS  
STAR FK RADIUM  
SINPLICITY CATERING  
POTOMAC COMMUNICATIONS GROUP  
MODERN TIMES COFFEEHOUSE  
LAS CANTERAS PERUVIAN RESTAURANT

#### + project management

##### COX FARMS

Project managed redevelopment of business web site; provided primary **client contact**; managed transition and handoff between **international development teams**; led Joomla-based **CMS tutorials**; developed and implemented **integrated project deliverable timelines**

#### + illustration \_ infographics

##### KATE TALLENT DESIGN

Developed primary **illustration, information graphics, design** and layout for a findings report on client remediation and potential climate change solutions

#### + branding \_ signage

##### BLAIR TOWER

Re-branded an apartment building including property logo, **corporate identity**, print collateral, interior and exterior **signage**, interior **finishes** and **wall art**, furniture and final installation

#### + media exposure

##### MEDIA TOURS

Attended behind-the-scenes tours of local media stations and radio recording sessions

## EDUCATION

Carnegie Mellon University  
*Communications Design*  
May 2002, BA with Honors

Schule für Gestaltung  
*Design Exchange Program*  
St. Gallen, Switzerland  
Spring Semester 2001

## SOFTWARE EXPERTISE

Macintosh OSX  
+ Mac/PC cross-platform

Adobe Creative Suite 5.5

QuarkXPress 7

Adobe Dreamweaver  
+ HTML programming

Microsoft Office  
PowerPoint, Word, Excel

CMS integration  
Joomla

## PERSONAL PROJECTS

Star FK Radium  
*Founding Violinist, 2008*  
Instrumental chamber rock trio  
STARFKRADIUM.COM

(un)glorified  
*Artist, Project Manager, 2008*  
Group art exhibition in Boston, Massachusetts featuring five DC-based artists' work. The work centered around a theme of unnoticed urban beauty.  
ACTDESIGN.US/UNGLORIFIED

## graphic designer

### COPELAND DESIGN, INC.

Potomac, MD, October 2002 - August 2006

Developed logos, print collateral, websites, packaging and signage from conception to production for corporate, real estate, retail and nonprofit clients

Collaborated with sign, print and packaging vendors to select materials and processes most suitable for each project's parameters

Worked directly with clients throughout design and production

## graphics intern

### JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS

Washington, DC, June - August 2002

Accepted into the summer internship program at the John F. Kennedy Center for the Performing Arts

Produced designs, layouts, mock-ups and digital artwork for subscriber brochures, print collateral, flyers and advertisements