

# Alyssa Yeager

215 JAVA STREET, #2  
BROOKLYN, NY 11222

## CONTACT

Cell: 484.437.2739

E-mail: yeager.alyssa@gmail.com

## Education

Tyler School of Art, Temple University  
Elkins Park, Pennsylvania  
B.F.A. program, Graphic Arts and Design  
Graduated December, 2001

## Skills

Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat), K4 Publishing System, QuarkXPress, as well as Microsoft Office suite on a Mac platform; experience in Adobe GoLive, Director, Dreamweaver, Flash

## Awards

2005 — American Society of Healthcare  
Publication Editors  
Bronze Award, Best Cover: Photo

2005 — American Society of Healthcare  
Publication Editors  
Bronze Award, Best Opening Page or Spread

2005 — TABPI (Trade, Association and  
Business Publications International)  
Tabbie Award, 10th in Front Cover,  
Photography category

## Experience

**March 2010-present — Freelance Graphic Designer**  
*Jobson Healthcare Information*

### RESPONSIBILITIES

- Working closely with Project Manager and VP of Creative in designing creative marketing materials for clients and for the in-house marketing department, as needed.

**October 2005-January 2009 — Associate Art Director**  
*Lifestyle Media/Macfadden Performing Arts Media*

### RESPONSIBILITIES

- Working closely in collaboration with Editorial staff and Art Director for *Dance Spirit* magazine to compose layouts from concept to completion for front- and back-of-book sections, as well as features each month
- Working closely with Editors to design and develop the Up Front section of *Dance Spirit*, responsible for layout of the section each month
- Maintaining typographic and color standards of the magazine
- Attending and directing *Dance Spirit* product, fashion, beauty and fitness photo shoots
- Photo manipulation, silhouetting and light retouching as necessary
- Preparing final files for Production staff, checking proofs, and adopting Art Director's management responsibilities as needed
- Assisting Art Directors for Macfadden's other publications, as well as the Marketing Director
- Working closely with circulation department to create marketing insert cards and house ad and advertorial pages

**April 2005-October 2005 — Senior Designer**  
**March 2002-April 2005 — Graphic Designer**  
*Valley Forge Publishing Group*

### RESPONSIBILITIES

- Conceptual design for and production of *RT Image* magazine, national Weekly Newsmagazine for Administrators, Educators and Radiologic Science Professionals
- Delegating *RT Image* assignments to other graphic designers to complete the upcoming issues, working with the Editorial staff to finalize each issue, making sure all paid advertising is included in the layout, and preparing files to send to Printer
- Responsible for sending all *RT Image* files to Printer and contacting Printer to ensure all files are acceptable
- Managing deadlines for upcoming monthly/bimonthly represented publications
- Designing marketing materials as needed, including web banners, buttons and presentations
- Redesign for *RT Image* website, helping to update site information as necessary
- Working with other department staff to solve or resolve problems
- Interim Art Director during Art Director's maternity leave, managed Art department and staff