

# ALYSSA RAE LEANO.

Graphic Designer & Illustrator

## EDUCATION.

### **KEAN UNIVERSITY** *Union, New Jersey*

May 2019  
Michael Graves College, Robert Busch School of Design  
BFA: Graphic Design, Interactive Print & Screen  
Summa Cum Laude, 3.9 GPA  
Dean's List Fall 2015 – Fall 2018

### **WENZHOU-KEAN UNIVERSITY** *Wenzhou, China*

Spring 2017  
Michael Graves College, Robert Busch School of Design  
BFA: Graphic Design, Interactive Print & Screen  
Study Abroad Program

## SCHOLARSHIPS.

Kean University William Livingston Scholarship  
Fall 2015 – Spring 2019

Robert Busch Annual Scholarship in Design  
Fall 2018 – Spring 2019

Kean University Annual Scholarship for  
Campus Residency  
Fall 2015 – Spring 2016; Fall 2017 – Spring 2018

Sobel Global Wenzhou Scholarship  
Spring 2017

## EXTRACURRICULAR.

Attendee, Kean University, Thinking Creatively Conference  
2016 – 2019

Presenter, Kean University, Student Research Day,  
*The Papermill Playhouse 80th Anniversary Exhibition*  
2019

Presenter, Kean University, Student Research Day,  
*Social Design Project: Vote4U*  
2019

Presenter, Kean University, Student Research Day,  
*Superstitions: More Natural than Supernatural*  
2018

## CONTACT.

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in/alyssaraeleano

## EXPERIENCE.

### **INTERN** *The Design Studio Practicum, Michael Graves College*

June 2018 – Present

Designed projects for internal clients at Kean University and external non-profit community clients

Created and led a workshop for other students that exercises sketching skills

Developing an exhibit for the Paper Mill Playhouse that celebrates their 80th anniversary

### **FREELANCE ILLUSTRATOR**

2017 – Present

Create digital character illustrations for a variety of clients

### **DESIGN INTERN** *CadCamNYC*

Summer 2018

Developed branding and promotional material for the company, including business cards, print catalogues, videos, and social media content

Art directed photoshoots to create images to use in promotional materials and for the expansion of their visual library

### **ASSISTANT** *Office of the Registrar, Wenzhou-Kean University*

Spring 2017

Performed clerical duties and acted as a liaison between faculty

## DESIGN SKILLS.

Illustration, Motion Graphics, Packaging, Branding, Print Design, Research, Prototyping

## TECHNICAL SKILLS.

Adobe CC: Photoshop, Illustrator, After Effects, InDesign, Premiere Pro; HTML, InVision, Microsoft Office

## PERSONAL SKILLS.

English (Fluent)  
Spanish (Intermediate)  
Self-taught Pianist