



GRAPHIC DESIGNER

Alyson Voges

I'm a graphic designer based in Warwick, New York. I have professional experience with branding, packaging design, logos, brochures, posters, and other ad hoc marketing projects.

I strive for meaningful, elegant design no matter who I'm working with. It could be a company creating generators or a couple creating a life together. It could happen in a collaborative setting or as a solo endeavor. My delight is drawing out beauty from the details.

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EDUCATION

Southeast Missouri State | 2012

- Graphic Design, B.A.
- Minors in Art History & Literature

St. Louis Community College | 2014

- Designing Effective Websites
- Creating Web Pages
- Using WordPress

Interaction Design Foundation | 2018

- Become a UX Designer from Scratch

SKILLS

Adobe Creative Suite

Microsoft Office

Print & Web Design

Squarespace

PROFESSIONAL EXPERIENCE

• **Graphic Designer & Marketing Coordinator**

CK Power | St. Louis, MO | 2019 - 2020

Collaborated with the VP of Marketing and Corporate Strategy to develop and execute the brand identities of CK Power, as well as their acquisitions—CM&W and Hayes Manufacturing—throughout their marketing campaigns and social media networks.

Facilitated marketing requests such as clothing orders, radio ads, and design updates for print ads and spec sheet edits. Managed ads for their co-op program reimbursements in partnership with Kubota, John Deere, and Kohler. Worked internally to promote CK Power's "family culture" by designing and running employee spotlights and quarterly newsletters.

• **Art Director**

Giani, Inc. | St. Louis, MO | 2016 - 2019

Collaborated with the in-house creative department to develop and execute Giani's brand identity throughout its marketing campaigns and social media networks, and provided accessible educational resources to improve the consumer experience through how-to videos, live chat, and visually appealing marketing materials and package design.

• **Graphic Design Intern**

Snap: Printing | Dublin, Ireland | 2014




Collaborated with the design team to enhance skills pertaining to design and print production. Wrote and implemented design briefs for clients related to items such as logos, flyers, business cards, and invitations.

Packaging Design
Product Photography
Photo & Video Editing
Project Management
Brand Creation & Reinvention

REFERENCES

- **Ami Gruenenfelder**
Designer/ Animator
amigruenenfelder@gmail.com
- **Sarah Watts**
Marketing Specialist
sarahekintz@gmail.com
- **Kelli Shell Ruffatto**
Communications Director
kelli.creative@yahoo.com
- **Rev. Randy Asbury**
Pastor of Hope Ev. Lutheran Church
rasbury@hopelutheranstl.org

SOCIAL MEDIA

-  facebook.com/alysonleigh
-  instagram.com/alyson.leighv/
-  linkedin.com/in/alysonvoges/

INTERESTS



Music



Books



Service

FREELANCE EXPERIENCE

- **Graphic Designer**

Good Shepherd Lutheran Church | Warwick, NY | Present

Developed the current identity system including logo, color palette, and typeface system. Subsequently implemented the identity system into collateral materials such as their Squarespace website and business cards. Currently working on updating other ad hoc projects.

- **Graphic Designer**

Concordia Theological Seminary | St. Louis, MO | 2019

Developed the cover design and posters for the 2019 Spring Edition of "Grapho," Concordia Seminary's student journal, and updated its formatting to include student submissions.

- **Graphic Designer**

Hope Ev. Lutheran Church | St. Louis, MO | 2017 - 2019

Updated the current identity system to include a new color palette and additional typefaces. Refreshed its brand presence and guest experience through social media, marketing materials, banner designs, and a website re-design using their CMS.

- **Graphic Designer**

Redeemer Lutheran Church | Charleston, WV | 2012 - 2016

Developed the current identity system including various logo configurations, color palette, and typeface system. Subsequently implemented the identity system into its collateral materials such as signage, website, brochure, and other ad hoc projects.

- **Graphic Designer**

Peace Officer Ministries, Inc. | Charleston, WV | 2010 - 2015

Established the transitional branding associated with the installation of a new Executive Director. Projects included the re-design of collateral materials, specifically brochures, banners, and speciality advertising items. Oversaw the layout, revisions, and formatting of supplemental materials to its current 5.0 Tactical Edition Bible project.