



alyssa rickel
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Mission:

- . Creatively integrate beautiful elements of imagery and design to influence positive change to protect our planet and people.

Work Experience:

- . Retoucher / Designer / Photographer Assistant | Parsons Photography | Wenatchee, WA | 7/2010 – present
Retouch portraits. Design advertising materials. Assist photographer with equipment, shoot, and organization.
- . Freelance Wedding Photographer | The Fitzpatricks | Wenatchee, WA | 6/2010
Photographed and edited the weekend's events solo. Mix of indoor dinners and outdoor events.
- . Graphic Design Pro Bono | Montgomery County Volunteer Center | East Wenatchee, WA (client in MD) | 3/2010 – 6/2010
Revamped existing informational brochure for the Volunteer Center's Pro Bono Consultant Program.
- . Graphic Design Pro Bono | REACH Community Development | East Wenatchee, WA (client in OR) | 2/2010 – 3/2010
Created multi-event postcard invitation for fundraising event hosted by a community development nonprofit.
- . Graphic Designer / Manager / Photographer | CL!X Portrait Studios | Arlington, VA | 9/2007 – 1/2010
Leader in retouching and production. Reorganized network file structure. Created and managed library of portrait art and production templates. Maintained PC computers and printers. Managed seasonal and promotional ads.
Designed informational signage and collateral. Streamlined on-location events processes. Gained skills in studio photography, equipment, and sales. Improved ability to connect with children and families.
- . Freelance Retouching Tutor | Mary Staus | Fairfax, VA | 8/2009 – 9/2009
Taught file organization and retouching workflow using Photoshop CS4 + Lightroom 2 for Mac.
- . Freelance Graphic Designer / Photographer | Luna Blue Massage | Arlington, VA | 6/2009 – 9/2009
Designed new and revamped existing collateral material. Photographed indoor session for Thai yoga massage promotion.
- . Freelance Graphic Designer / Photographer | Debra Becker | Fairfax, VA (client in CO) | 6/2008 – 11/2008
Designed logotype and CD packaging for a psychic/spiritual counselor, plus outdoor promotional photography session.
- . Freelance Graphic Designer | studio nine twelve | Fairfax, VA (client in AZ) | 3/2008 – 8/2008
Created logo design and promotional web graphics for a fine artist's online shop and social networking.
- . Graphic / Web Designer | condit.west.creative LLC | Tempe, AZ | 9/2006 – 7/2007
Played an active role in design concept and planning strategy based on client needs. Developed advertising, brand identities, collateral, and web designs under creative direction. Prepared files for final submission. Managed email broadcasts, online updates, and client projects. Gained experience in direct contact with clients and vendors.
- . Freelance Web Designer | Smothers Computer Services | Phoenix, AZ | 1/2006 – 6/2006
Designed layout, web graphics, and optimized provided photos for updatable, retail website.

Education:

- . Bachelor of Arts: Graphic Design, The Art Institute of Phoenix | 1/2004 – 12/2006

Technical Skills:

- . Proficiency in Mac and PC platforms
- . Proficiency in software for image manipulation, print, vector
Adobe CS4: Ps, Id, Ai, Br, Acrobat Pro/Distiller + Lightroom 2
- . Experience working with printers, scanners, and labs.
- . Working knowledge of software for online interactivity
Adobe CS4: Flash, Dreamweaver

Qualifications:

- . Strong creative process, from concept through production
- . Advanced photo editing, retouching, and color correction
- . Keen eye for color, composition, craftsmanship, and detail
- . Superb organizational skills and ability to multitask
- . Excellent grammatical, spelling, and proofreading skills
- . Excellent ability to connect with clients, vendors, and team

Volunteer Experience:

- . Park Volunteer | Seattle Works | Seattle, WA | 3/2010
- . Vendor Volunteer | Green Festivals: Green Living Consulting | Washington, DC | 10/2009
- . Volunteer Photographer | Tour de Cure: American Diabetes Association | Reston, VA | 6/2008
- . Green Team Volunteer | Green Festivals | Washington, DC | 10/2007