

# Alyssa Kalbus is a freelance designer based in NYC. They specialize in motion graphics, experiential design, and creative production.

## Experience

### Freelance

5/2022 - Present

Worked with various studios, agencies, and art collectives creating websites, motion graphics, generative animation systems, social media content, and event graphics. Clients include Hyundai Artlab, KISS Cosmetics, FELT Zine, Outloud Raising Voices Music Festival, and various start-ups and small businesses.

### Social + Design Intern | Digital Counsel

02/2023 - 05/2023

Assisted lead designers and account managers with larger tasks such as production management, social media ads, motion graphics, website designs, print materials, and other design needs.

Developed pitch decks and performance reports for client meetings and checkpoints. Managed and created the content for multiple accounts. Created and maintained content management systems that allowed the rest of the team to send deliverables to multiple clients on time.

Supported in new business development needs through research and prepared documentation for internal strategy and client communications.

### Junior Designer | Selman

6/2022 - 10/2022

Worked collaboratively on motion graphics, print design, social media campaigns, and UI design for the Google Creative Lab and Brand Studio. Worked to reestablish Selman brand standards through cohesive motion systems for the Selman Instagram and created illustrations for internal projects.

Initiated a collaborative studio project for a website and campaign that would allow people to locate harm reduction resources such as Narcan, fentanyl test strips, and safety trainings in the NYC area.

## Education

### BFA Motion Media Design

Savannah College of Art and Design, 2022

Motion Media Design, Innovation & Technology Chair Award

## Skills

### Design & Animation

Motion Graphics, Generative Animation Systems, Experiential Design, Design Systems, Branding, Style Guides, Pitch Decks, Digital Product Design, Creative Production, Web Design, Sound Design

### Software & Hardware

Adobe Creative Suite, TouchDesigner, Figma, Blender, Cinema 4D, MadMapper, Arduino, Google Suite, Asana, Slack, Notion, Webflow