



# ALYSSA MACKERSIE

## MOTION & GRAPHIC DESIGNER

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## EDUCATION

SAVANNAH COLLEGE OF  
ART AND DESIGN

March 2023

Motion Media | Graphic Design

## SOFTWARE

After Effects

Illustrator

Photoshop

InDesign

MadMapper

ProCreate

Notion

Figma

Microsoft Office

GSuite - Google

## SKILLS

Typography

Concept & Development

Branding

Illustration

Projection Graphics

Photography

Leadership

Teaching

Oral Presentation

## Freelance Motion and Graphic Designer

August 2023 - Present

- Fulfilled various roles including art director, designer, and animator adapting to meet diverse project requirements.
- Designed visually appealing assets for websites, social media, and print, ensuring brand consistency and high-quality output.
- Created animations and dynamic visuals utilizing Adobe AE.
- Ensured client satisfaction through clear communication and effective collaboration.

## COMOTION, Environmental Design Lead

Savannah, GA

January - March 2023

- Led Environmental Design Team in creating projection designs for the motion graphic conference CoMotion
- Designed graphics for opening titles, panel backdrops, and video sculptures during conference mixers.
- Responsible for the setup, running, and breakdown of all projection installations during the event.
- *Volunteered to ensure smooth portfolio reviews in person (2023) and virtually (2021) (Worked as a MOMELove Officer running CoMotion 2022)*

## MADE BY THINGS, Motion Design Intern

Columbus OH, Working Remote

Summer 2022

- Operated as a full-time intern across various projects.
- Fulfilled roles as a illustrator, concept and style frame designer, animator, and lead animator.
- Participated in weekly company-wide meetings and daily meetings for feedback and project direction.

## MOMELOVE - Social Media Manager and Club Officer

Savannah, GA

2021- 2022 ACADEMIC YEAR

- Part of a specially selected team that planned, organized, and ran club meetings, workshops, and extracurricular activities for the college's professional motion design organization.
- Managed the organization's social media, including planning and designing posts, writing copy, and ensuring meeting notes were posted.