

alisa messing

I'm a visual storyteller, concept-driven, and versatile senior level Art Director, Print-to-Digital Designer, Brand Systems Builder, and Mentor.

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In my current role, I'm a strategic, collaborative, versatile Senior Digital Designer for a large cross-channel communications team. I'm able to balance short- and long-term goals, develop strong relationships with partners and clients, understand the business objectives, and translate them into effective campaign strategies.

Skills

Creative Lead + Visual Story Builder

Print-to-Digital Campaigns

Brand Development + Art Direction

EXPERTISE

Art Direction + Project Management

Conceptualizing, designing, delegating, and managing multiple day-to-day projects and campaign streams.

Partnering with engineering, marketing, copywriting, photography, and leadership on objectives, messaging, best practices, campaigns and project-level execution.

Planning shot lists to maximize time, progress, and agility of shots. Styling product, prepping shots, and focusing on future cross-channel applications.

Identifying gaps and facilitating collaborative conversations, plans, and writing governance on solutions for better practices ladder up to brand systems.

Technical

Design + Prototyping in Figma + Sketch

Adobe CC 2023: Photoshop +

Illustrator + InDesign

Whiteboarding in FigJam + InVision

Social + Email Marketing Campaigns

Education

BFA; Art Direction, Art History

Pratt Institute, Brooklyn, NY

WORK HISTORY

Shutterfly, Eden Prairie, MN, Senior Digital Designer, 2021-Present

Ongoing ownership of a portfolio of digital projects, focusing on crafting end-to-end cross-channel customer experiences. Translating marketing objectives into prioritized on-brand visual storytelling.

Crafting UI designs with an intuitive user experience, leaning on UX learnings for web, app, social, and email

Conceptualizing, art directing, test driving, and sharing creative campaigns with end-to-end omnichannel storytelling

Mentoring junior team members on personal goals and contributions

Developing highly visible and revenue-driving holiday and spring body of work, through concept to execution. Part of a national TV spot holiday campaign featured on multiple channels.

Rhino Hyde, Manufacturer, Minneapolis, MN, Contract Creative Lead, 2017-Present

Art Directed the branding behind Rhino Hyde, a Minneapolis-founded agricultural and engineering manufacturer. Ownership of creative direction: development of email and social content, digital-to-print ads, annual trade shows, promotional videos, and photography.

Designed and managed team to see through the building of a new website

Art Directed a photoshoot of 200+ pieces

Created copy, content and cohesive messaging when, and as needed

Designed a product line catalog, installation guides, print ads, brochures and tradeshow marketing collateral

Planned, designed, launched and tracked special events landing pages

Eighty2Degrees, Social Impact Agency, Washington DC, Designer, 2016-2019

Collaborated with agency principal on a variety of social impact editorial print-to-digital design projects including infographics; annual reports, brochures, and print ads, including design and print production on nationally printed ads for the Museum of African American History and Culture and Helen Keller Institute.

Marketing, Design & Art Direction, Minnetonka, MN, Freelance Capacity, 2016-2021

Art Directed the visual identity behind Pearl Street, a historic building rehabilitation in LaCrosse, Wisconsin. Designed a website announcing and detailing the project. Directed a web developer to see through deliverables. Designed an editorial piece for promotional use. Provided a style guide with color palette, font, logo, interior finishes, and governance around best practices.

Collaborated with Media Loft agency on two long-term Optum Forum and United Health Group projects as a design lead for print-to-digital collateral; overseeing print production. Design and deliverables included editorial and information pieces, stationery, and event menus. Interpretive signage, AR posters, and large-scale show collateral, including bus wraps, and booth backdrops.

Designed event and marketing communication pieces for Tangletown Gardens, a Minneapolis farm and plant retailer. Focusing on an interpretative fold-out map paired with directional signage and an on-line event and tour guide landing page.

Art Directed the brand identity behind Springtooth Harvest, a Minneapolis farm-to-table food business. Establishing a social media visual presence with photography from on-site mini-shoots and collaborative community experiences. Designed packaging for a series of products for farmer's markets.

Seasonal Specialties, Consumer Brand, Eden Prairie, Senior Designer & Project Manager, 2006-2016

Developed retail signage, displays, and visual merchandising from sketches, and trend boards to file set-up and vendor management. Managed a production artist to develop projects to completion.

Owned a portfolio of projects each with account managers, buyers, vendors, and printers. Composed detailed SOW with defined tasks, milestones, sign-offs, and specifications, to communicate progress between client, vendor & leadership.

Hand-lettered product showroom signage, styled, painted, and built decorative boards, and dimensional corrugate mock-ups of retail displays.

Ten years of CPG and print production of 200+ SKUs annually for Retail and e-commerce partners. Executed original artwork and patterns for gift and home decor products. Developed and tested die-lines for packaging builds. Collaborated with external translation agencies on international consumer labeling.

1:1 mentorship of a production artist on the development of communication skills to support team capabilities.

VOLUNTEER EXPERIENCE

Art Adventure Elementary School Coordinator, Minnetonka, MN, 2017-2023

Art Adventure is a Minneapolis Institute of Art elementary school program that engages students in the classroom with hands-on lessons about art pieces and critical conversations about art, medium, culture, and history. As the Art Adventure program coordinator I manage the success behind the program in its entirety for Scenic Heights Elementary, but also on an individual student-to-student basis. I manage the presentation pieces, projects, supplies, and end-of-year field trips for the student body and a team of 20+ parent volunteers, in an effort to provide materials that are easy to navigate and will encourage creativity, analytical thinking, and global awareness.