



ALISON SOUSA
graphic designer

ali-sousa.com

alisonsousa1994@gmail.com

(781) 439-0550

Graphic designer passionate about effective inspirational visual communications in digital media, user experience, motion, and illustration.

SOFTWARE/SKILLS

Illustrator
Premiere Pro
AfterEffects
InDesign
Photoshop
InVision
Experience Design
Figma

Illustration
Print Production
Publication Design
HTML/CSS
Photography
GIF Creation
Animation
Photo Editing
Printmaking
Typography

AWARDS

ARIES CHOICE AWARD

Employee Recognition
(May and September 2021)

CHAMPLAIN COLLEGE

Dean's List (2013 - 2015)
President's List (2016)

NATIONAL SOCIETY OF LEADERSHIP AND SUCCESS

Member since 2015

REFERENCES AVAILABLE
UPON REQUEST



EDUCATION

CHAMPLAIN COLLEGE

Bachelor of Fine Arts in Graphic Design and Digital Media
GPA: 3.69
Class of 2017 *Burlington, Vermont*

Champlain College, located in Burlington, Vermont is a private liberal arts university accredited by the New England Association of Schools and Colleges (NEASC).

AUCKLAND UNIVERSITY OF TECHNOLOGY

Study Abroad Program
February 2016 - June 2016 *Auckland, New Zealand*

New Zealand Global Partners with Champlain College. Took immersive classes in Maori leadership and Culture, and product design.



WORK EXPERIENCE

ARIES SYSTEMS CORPORATION

October 2020 - Present *North Andover, Massachusetts*
Graphic Designer

Rebranded company-wide Aries Systems and all products. Assists with sales collateral, conferences, and presentation decks. Responsible for video strategy and creation. Participated in strategic discussions for large scale projects. Created and assisted with implementation of wireframes for the Aries Systems main website. Provided assets for social media, email, and blog graphics. Spearhead and leader of Aries Pride culture group.

HEALTHY LIVING MARKET & CAFE

January 2018 - August 2020 *South Burlington, Vermont*
Graphic Designer

Assisted the Marketing Director, Merchandiser, and Managers with the creation of in-store signage, vinyl, print ads, weekly sales flyers, emails, and web banner ads for store awareness and product sales. Created an identity and assets for current campaigns and loyalty programs. Updated and maintained Healthy Living's website as needed.

VERMONT TEDDY BEAR COMPANY

August 2017 - December 2017 *Shelburne, Vermont*
Digital Media Designer (*Seasonal*)

Provided digital ads and web banners for Pajamagram and Vermont Teddy Bear campaigns. Created emails and website landing pages. Edited promotional videos and produced high performing animations.