

ALYSA TRINIDAD

VISUAL DESIGNER

HELLO—I AM A DESIGNER DRIVEN TO CREATE BEAUTIFULLY CRAFTED EXPERIENCES.

I've worked as a designer at small agencies, early and mid stage startups to large companies within new technology, fin-tech, publishing, entertainment and the digital marketing space.

CONCENTRATIONS

BRAND IDENTITY
UI/UX DESIGN
ILLUSTRATION
ART DIRECTION
ASSET MANAGEMENT
MOTION GRAPHICS
DIGITAL ADS
PRINT DESIGN
VIDEO EDITING
STORYTELLING
INCLUSIVE DESIGN

TOOLS

ILLUSTRATOR
PHOTOSHOP
INDESIGN
AFTER EFFECTS
PREMIERE
POWERPOINT
KEYNOTE
XD
SKETCH
FIGMA
INVISION

EDUCATION

BA ART, DESIGN STUDIES, San Jose Staté University
August 2012 - December 2015 / San José, CA

RECENT WORK HISTORY

SENIOR VISUAL DESIGNER, Intuit

August 2020 – Present / Mountain View, CA

Highly collaborative role focused on building exceptional virtual experiences under the Brand Experiences & Storytelling team from all touchpoints including user flows, wireframes and digital design.

VISUAL DESIGNER, TEKsystems at Intuit

March 2019 – July 2020 / Mountain View, CA

Develop and maintain microsites for the Brand Experiences & Storytelling team as the main point of contact across the org. Execute on high-caliber visual design for multiple touchpoints including production of print and digital collateral, experience and wayfinding.

FREELANCE DESIGNER

October 2018 – Present / San José, CA

Consultant for local small business owners and entrepreneurs.

VISUAL DESIGNER, Zume Pizza

September 2017 - October 2018 / San Francisco, CA

Lead designer on product launches, asset management, and brand guideline creation. Created the first User Research program and worked directly with Social Media Manager on content strategy.

BRAND DESIGNER, Getaround

May 2017 – August 2017 / San Francisco, CA

Developed and defined Getaround's brand strategy and positioning in the car sharing space by examining the current brand voice, redesigning brand guidelines and processes.

PRODUCTION DESIGNER, Getaround

May 2016 – April 2017 / San Francisco, CA

Concept and design for brand campaigns and initiatives from OOH print ads to digital ads, social and video that focuses on community and storytelling for marketing and acquisition channels.

AWARDS

GDUSA, American Inhouse Design Award

July 2020

Intuit Brand Experiences & Storytelling for Investor Day 2019