


alysia slusser

hi, my first name is pronounced like alicia keys

As an Art Director and Designer with 15 years of experience, I lead a diverse and talented team of creatives who deliver impactful and engaging campaigns across all consumer touchpoints. I've become an expert in crafting work with purpose, creativity, and loads of heart—I work with organizations I care about and push teams to create their best work.

 aslusser.com
 alysia.slusser@gmail.com
 Colorado

Skills:

Adobe CC: Illustrator, InDesign, Photoshop, XD;
Figma, Canva, CapCut Pro, creative leadership,
human centered design, identity, typesetting,
color theory, concept development, and UX/UI

Education & Certifications:

The Art Institutes

Bachelors in Graphic Design • 2005

Animal Behavior College

Certified Professional Dog Trainer • 2020

Diversity Abroad

International Education Diversity & Inclusion
Certification • 2022

Google

UX Design Professional Certificate • 2024

Community Service & Volunteering:

IES Abroad

- Women's Employee Resource Group Co-Lead
- Staff Engagement Community Lead
- Move with a Purpose Race Founder

Humane Society of Boulder Valley

- Behavior Program Trainer

Functional Dog Collaborative

- Social Media Team - TikTok Video Editor


Second City Canine Rescue

- Design Lead & Foster

One Tail At a Time

- Behavior Center Trainer & Foster

Fun Stuff:

 Biking  Camping  Dog Training
 Gardening  Hiking  Kayaking
 Running  Traveling  Yoga-ing

Professional Experience:

Art Director, IES Abroad • 02/2019 – Present

- Orchestrated the creative vision of the organization, driving consistently high design, identity, and brand standards globally resulting in brand consistency and recognition across all media
- Created and launched IES Global—a parent company to four business lines—including logo design, website design, brand standards, print materials, and all collateral
- Partnered with Sales, Social Media, and Content teams to maintain campaign consistency across channels, boosting enrollment by 28% year over year (2023-2024)
- Directed a team of Designers, Photographers, and Project Managers, driving creative excellence, streamlining workflows, and boosting social and ad engagement by 150% (101 million impressions)
- Managed freelance creative talent and student photographers
- 2023 Webby Award winner for Art Direction of IESabroad.org
- Established design-related budgets totaling more than \$550,000
- Developed a Digital Asset Management system library of 70,000+ assets

Senior Designer, IES Abroad • 04/2016 – 02/2019

- Designed all print and digital marketing-related materials including 14 catalogs (600+ pages), brochures, print & digital advertising, social media graphics & user experience for IESabroad.org, totaling 200-300 requests annually
- Managed freelance creative talent and student photographers
- Collaborated with staff across the globe to ensure brand consistency
- Provided design support for all email marketing

Senior Designer, Great Lakes Dredge & Dock Corporation • 02/2013 – 04/2016

- Expanded brand presence through educational videos, print materials, and advertising
- Redesigned the public website to bring the corporate online presence up-to-date
- Designed all print materials including annual reports, brochures, and project proposals
- Created annual video reviews for all environmental projects

Freelance Design • 08/2005 – Present

- A few organizations I have done freelance design for: The American Red Cross • ASPCA • Feeding America • Forbes Travel • The United Nations Foundation • Ronald McDonald House • Pittie Clothing • Anything is Pawzible • Zealous Travel Co.