

# 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 engaging campaigns across all consumer touchpoints. 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](http://aslusser.com)

 [alysia.slusser@gmail.com](mailto:alysia.slusser@gmail.com)

 Colorado

## Skills:

Adobe CC: Illustrator, InDesign, Photoshop; Figma; CapCut Pro and Canva. 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

### DA Global:

International Education Diversity & Inclusion Certification - 2022

### Google:

UX Design Professional Certificate - 2024

## Community Service:

**IES Abroad:** Women's ERG Co-Lead, Staff Engagement Committee, Move with a Purpose Race Founder

### Humane Society of Boulder Valley:

Behavior Modification Trainer


### One Tail at a Time & Second City Canine

Rescue: Behavior Modification Trainer & Foster

## Fun Stuff:

 Biking  Camping  Dog Training

 Gardening  Hiking  Kayaking

 Running  Traveling  Yoga-ing

## Professional Experience:

### Art Director, IES Abroad: 02/2019 – Present

- Directed the creative vision of IES Abroad, ensuring brand consistency and design excellence across 300+ touchpoints including email, social, video, and web
- Designed, developed, and deployed custom Salesforce Marketing Cloud templates; led cross-departmental training initiatives to drive adoption, standardize workflows, and ensure brand consistency across all business lines
- Developed and launched IES Global, a parent company to four business lines, including logo and branding, website design, brand standards, print materials, and all marketing collateral
- Collaborated cross-functionally with Sales, Social Media, and Content teams to launch multi-channel campaigns that increased year-over-year enrollment by 28%
- 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 and mentored a creative student team and freelance talent, delivering high-impact authentic experiences
- Won 2023 Webby Award for Art Direction of IESabroad.org, recognized for immersive UX and compelling brand storytelling
- Established design-related budgets totaling more than \$550,000
- Developed a Digital Asset Management system library of 100,000+ assets, streamlining team workflows and increasing campaign efficiency

### 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

For more than 15 years, I have built clean, innovative campaigns with a focus on creative leadership & strategic thinking. A few organizations I have worked with: The American Red Cross, ASPCA, Feeding America, Forbes Travel, The United Nations Foundation, Ronald McDonald House, Pittie Clothing, Anything is Pawzible, Zealous Travel Co.

Full work history available at [Linkedin.com/in/alysiaslusser](https://www.linkedin.com/in/alysiaslusser)