

# Alyson Payne

I am a designer and creative thinker who is passionate about creating beautiful and thoughtful work that resonates with people.

## EDUCATION

### **THE ACADEMY OF ART UNIVERSITY**

MFA Program, 2010–2014  
San Francisco, CA

### **PURDUE UNIVERSITY**

BS Biological Sciences, 2007  
West Lafayette, IN  
Semester Honors: Spring 2007, Fall 2007

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## EMPLOYMENT

### **GREENFIELD LABS, COMMUNICATION DESIGNER, 2018-2019**

Created prototypes for new services, conducted interviews with users for feedback and research insights. Collaborated with my team to create a storyline for the client presentations.

### **LAGUNITAS BREWING COMPANY, DESIGNER, 2017-2018**

Created packaging, event collateral, digital assets, and marketing campaigns for the Lagunitas brand. Collaborated with the creative team to develop concepts for campaigns and to drive the growth of the brand.

### **PROPHET BRAND STRATEGY, DESIGNER, 2015-2017**

Created strategy-lead digital experiences and visual identity systems. Effectively conducted competitor research, developed design territories, and contributed to ideation around brand activation, campaign development, and key audience touchpoints.

### **IDEO, COMMUNICATION DESIGNER, INTERNSHIP & CONTRACT, 2012-2016**

Collaborated directly with clients and multifaceted design teams to create human-centered design solutions by conceptualizing and executing the visual language of projects, brand expressions, and design provocations for new products and services.

## RECOGNITION + ACTIVITIES

### **SPRING SHOW DISPLAY, 2013**

Two of my package design projects were displayed during the Academy of Art Spring Show.

### **AIGA, MEMBER & VOLUNTEER, 2010-PRESENT**

Volunteer at Typo and GAIN conferences, attendant at lectures, networking events, and open studios.

### **CMYK TOP 100 NEW CREATIVES, VOL 53, 2012**

I was recognized for a book design completed while attending the Academy of Art University.

