

ALYSSA CHAFFIN

FREELANCE ILLUSTRATOR

LITTLE ROCK, ARKANSAS / (501) 773-3325 / CHAFFINTEAM@GMAIL.COM

BRAND IDENTITY / ADVERTISING / PRINT / DIGITAL

DESIGN EXPERIENCE

MUSEUM ASSOCIATE / *Windgate Museum of Art / Jan 2022 – May 2025*

- Designed the posters for museum exhibitions and events
- Made the museum's social media graphics and posts
- Photographed and filmed events for the museum's social channels

FREELANCE GRAPHIC DESIGNER / *Independent*

- Design logos and brand identities for local businesses and events
- Go back and forth with clients on feedback until the files are final

SALES ASSOCIATE / *The Crown Shop / Oct 2025 – Present*

- Run custom embroidery, heat press, vinyl, invitation, and stationery orders
- Manage orders from intake through completion with timely, attentive customer service

PROJECTS

KINĒTIKOS

Exhibition postcard + poster / Windgate Museum of Art / 2025

MUNIZ MOWING MACHINE

Brand identity / 2022

LITTLE ROCK GRAN FONDO PIE RIDE

Logo design / 2022

ADDITIONAL EXPERIENCE

OPERATIONS INTERN / *TIME Bicycles / Summer 2026*

- Built automated reporting tools for receivables and inventory across TIME's US and EU companies, saving management about 8 hours a week
- Pulled data from NetSuite, Shopify, and Google Sheets into weekly reports for two sales managers, customer statements, and a live inventory sheet
- Wrote the tone and voice for internal reports and customer statements, working directly with the CEO, operations lead, and controller

MUSEUM EDUCATOR / *Windgate Museum of Art / Jan 2022 – May 2025*

- Led tours for school groups and visitors of all ages
- Worked the galleries and answered questions about the collection

RECEPTIONIST / *Red Beauty Lounge / Feb 2026 – Present*

- Run the front desk at a busy salon: phones, scheduling, and check-in
- Handle payments and help clients with questions or problems

CORE VALUES

TRUST / COMMUNICATION / INTEGRITY / GROWTH / ADAPTABILITY / CURIOSITY

DESIGN TOOLS

Adobe Illustrator
Adobe Photoshop
Canva
Procreate
Clip Studio Paint Pro
Cricut Design Space
Inscribe

DESIGN FOCUS

Character design & illustration
Brand identity & logo design
Advertising & promotional design
Typography & layout
Print & digital design
Social media graphics

EDUCATION

HENDRIX COLLEGE

B.A. in Studio Art
Minor in Art History
May 2025
GPA 3.9

HONORS

Watson Fellowship Candidate
Art Scholarship Award / 2023
Student Persistence Grant / 2022
Academic Scholarship / 2021
Arkansas Governor's School / 2020

PUBLISHED WORK

AONIAN

"Stardust" and "Ringmaker"
Two artworks / Vol. 66 / 2024