

Alyssa Mendoza

Graphic Designer

Contact

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Education

B.A. in Graphic Design | Minor: Digital Media

University of Lynchburg | 2016 – 2020

Achievements

**Leadership Lynchburg Flagship Program,
Class of 46, Certificate of Graduation**

Awarded Spring 2023

Lynchburg Regional Business Alliance

Achievement in Graphic Design Award

Awarded Spring 2020

University of Lynchburg Art Department

Aurous: Journal of Art and Creative Writing

(4) pieces, artwork published Spring 2019

Software & Tools

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Adobe Express

Adobe Lightroom

Adobe Premiere

Brand Strategy

Logo & Identity

Research Ideation

Microsoft Office

Smartsheet

Mac OS & PC Fluent

Squarespace

Drupal 9

Photography: (digital & film)

Darkroom processing

Canva

Slack

Asana

Hubspot

About

As a graphic designer at Centra, my role is to shape and enhance the visual aspects of the corporate brand. Working in close collaboration with the Marketing and Communications teams, I combine strategy and design to creatively address the needs within the community, various departments, and service lines. Whether it's designing wellness campaigns, informative graphics, or creating engaging content, my goal is to develop impactful designs that effectively communicate Centra's brand message and values.

Experience

Creative Marketing Specialist

Centra Health | Oct. 2020 – Present

- Creation and implementation of new branding materials in support of Centra's brand refresh (logos, templates, signage etc.)
- Print marketing collateral (brochures, flyers, posters, mailers, updating directional and informative signage etc.)
- Digital marketing collateral (internal newsletter, podcast visuals, social media graphics, Centra People banners, billboard, kiosk, PatientPoint screens, logos, infographics etc.)
- Supporting large organizational ad campaigns and events (i.e. flu campaign, Hospital Week)
- Design work for corporate initiatives and mission critical tasks (i.e. working closely with Centra's CEO to build assets for the strategic plan and modernization plan.)
- Building additional branded assets for Centra's CEO, Workgroup, and Board Members such as Adobe Express presentations, PowerPoints, and other unique requests.

Marketing & Social Media Coordinator

University of Lynchburg | Oct. 2018 – May 2020

Collaborated with the University of Lynchburg Communication and Marketing team and Dining Services to assist in:

- Creating print and digital signage advertising special events and new meal programs
- Organizing content for social media (Facebook, Instagram, Twitter), website and campus emails

Freelance Graphic Designer

Aug. 2016 – Present

Offering graphic design services to clients on a project-by-project basis. Some of my recent client work includes:

- Magnolia Foods
- Lone Fir Creative
- Life Plan Financial
- Dundon Motorsports
- LivePure Smoothies
- Loose Shoe Brewing Company
- Lynchburg Seventh-Day Adventist Church
- Friends of the Lynchburg Public Library
- Old City Cemetery
- Lynchburg Regional Business Alliance: 2022 Emerge Women's Summit
- Museums and Arboretum
- The Education and Research Foundation