

# ALYSSA THIBODEAUX STROM

Minneapolis, MN | 612.532.1272 | alyssatstrom@gmail.com | PORTFOLIO: www.alyssatstrom.com

## SENIOR PRODUCTION DESIGNER

Senior Production Designer orchestrating complex digital and print initiatives within both agency and in-house environments. Excelling at translating creative strategy into scalable, brand-consistent systems while optimizing workflows and enforcing technical precision. Expert at delivering successful integrated, multi-channel marketing campaigns across diverse B2B and B2C markets. Bridging vision and execution to deliver polished work from concept to delivery.

### **CORE COMPETENCIES**

Production Leadership | Brand Stewardship | Design System Management | Prepress & Print Standards | Digital Asset Production  
Cross-Functional Collaboration | Workflow Optimization | Technical File Architecture | AI-Integrated Design Workflows

### **TECHNICAL PROFICIENCY**

Adobe Creative Cloud (InDesign, Illustrator, Photoshop, After Effects, Premiere) | AEM | Figma | Frame.io | Google Workspace  
Microsoft 365 | SharePoint | Keynote | Production & Workflow Management Tools (Workfront, Workamajig, Connect Fonts)

## PROFESSIONAL EXPERIENCE

Schermer, Minneapolis, MN

**Production Designer** | June 2025 - April 2026

- Functioned as the primary production lead for all digital and print initiatives, translating creative direction into high-impact, brand-consistent assets.
- Managed the production and delivery for executive-level presentations, event environments, and campaign materials, ensuring advanced typographic and layout precision.
- Partnered directly with creative, account, and strategy teams to deliver complex B2B programs under tight timelines.
- Initiated process improvements that increased efficiency while maintaining consistency across multi-channel outputs.

Carmichael Lynch, Minneapolis, MN

**Senior Studio Production Designer** | September 2020 - February 2025

- Owned production of digital, print, and point-of-purchase materials, ensuring precise color retouching, image optimization and technical accuracy.
- Executed and optimized multi-channel campaigns while maintaining brand integrity across high-visibility accounts.
- Produced motion and social content to support integrated marketing initiatives.
- Integrated generative AI tools into studio workflows to improve speed, precision, and creative iteration.
- Led 3D printing initiatives, refining production techniques and establishing best practices to streamline processes.

Novus Media Inc., Plymouth, MN

**Senior Production Manager** | June 2004 - January 2020

- Oversaw adaptation and reconstruction of national creative for press-ready publication across major media outlets.
- Managed end-to-end production workflows, including file preparation, image optimization, typography refinement, and technical compliance.
- Streamlined digital transmission processes to improve accuracy, efficiency, and on-time delivery.
- Acted as the primary production liaison to agency partners, aligning creative assets with strict publication standards.

Creatis, Inc., Minneapolis, MN

**Production Designer & Project Coordination (Contract)** | February 2000 - May 2004

- Delivered production and quality control support for Fortune 500 brands including Target, Novartis, Best Buy, and Medtronic across retail, healthcare, and consumer marketing initiatives.
- Managed preflight, traffic coordination, and print production workflows for high-volume campaigns, ensuring accuracy, efficiency, and adherence to brand standards.
- Partnered with internal marketing teams to ensure brand and technical compliance across enterprise accounts.