

ALYSSA THIBODEAUX STROM

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SENIOR PRODUCTION DESIGNER — PRINT & DIGITAL

Production designer leading complex digital and print initiatives across agency and in-house environments. Specializes in translating creative strategy into scalable, brand-consistent systems while driving workflow optimization and technical precision. Recognized for elevating production standards and delivering integrated, multi-channel marketing initiatives across B2B and B2C environments.

CORE COMPETENCIES

Production Leadership | Brand Systems | Prepress & Print Standards | Digital Asset Production | Cross-Functional Collaboration
Workflow Optimization | Technical File Preparation | AI-Integrated Design Workflows

TECHNICAL PROFICIENCY

Adobe Creative Cloud (InDesign, Illustrator, Photoshop, After Effects, Premiere) | AEM | Figma | Frame.io | Keynote
Microsoft Office | Font & Production Management Tools (Workfront, Workamajig)

PROFESSIONAL EXPERIENCE

Schermer — Minneapolis, MN

June 2025–Present

PRODUCTION DESIGNER

- Lead production execution across digital and print deliverables, translating creative direction into high-impact, brand-consistent assets.
- Develop executive-level presentations, event environments, and campaign materials with advanced typographic and layout technical precision.
- Partner with creative, account, and strategy teams to deliver complex B2B programs under tight timelines.
- Initiate process improvements that increase efficiency and maintain consistency across multi-channel outputs.

Carmichael Lynch — Minneapolis, MN

September 2020–February 2025

SENIOR STUDIO PRODUCTION DESIGNER

- 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

June 2004–January 2020

SENIOR PRODUCTION MANAGER

- 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.
- Served as primary production liaison to agency partners, aligning creative assets with strict publication standards.

Creatis, Inc. — Minneapolis, MN

February 2000–May 2004

PRODUCTION & PROJECT COORDINATION (CONTRACT)

- 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.