



Senior visual designer
specializing in UX/UI,
brand systems, and
illustration-led design.

contact

alyssavoegele@gmail.com
605 • 366 • 8326

portfolio

alyssastrand.com

expert software

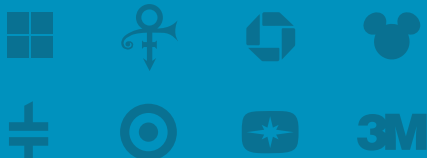
Figma • Illustrator • Photoshop

education



Bachelor of Science,
Graphic Design with Distinction

featured brands



experience

Designer II

Feb. 2022–Sept. 2025

Microsoft (Contract)—Remote

Evolution and improvement of the UX for several Microsoft products including Bing, Rewards, and Clarity. Once I was brought onto the Clarity team, I utilized illustration to expand their new brand and increase their social media by 45% in total link clicks, total followers, and 10% in total engagements and impressions in 3 months.

Integration of Copilot (AI) into Microsoft's Bing and Clarity products. This included defining how AI would affect the user's unique experience and designing how these features would be incorporated into the existing products. These projects required expert use of Figma and extreme flexibility as the landscape of AI changed quickly.

I also began explorations into agentic AI for individual brand customers and how that would be implemented and supported within the Clarity platform.

Sr. UX/UI Designer

May 2021–Feb. 2022

Thrivent (Contract)—Remote

Design and layout of pages across several breakpoints for the Web 2.0 initiative. Jumping onto the team in May, I picked up what had been designed within our brand and expanded where necessary including icon and infographic design. Throughout this process, I worked to improve UX wherever possible from a client-centric perspective.

Creative Director

Nov. 2020–Mar. 2021

Proozy—Eagan, MN

Built a team of five (three designers, two photographers) and streamlined Proozy's design, photography, and email marketing processes within an extremely fast-paced e-commerce environment. Increased productivity three-fold and increased CTR by 300%. I took the initiative to propose, develop, and complete a successful brand refresh within 90 days.

Associate Creative Director

Apr. 2019–Nov. 2020

Screenfeed | Treefort—Minneapolis, MN

Sr. Designer & Illustrator

Nov. 2015–Apr. 2019

Lead branding refreshes, responsive website design and UX, campaign (video, print, social) concept development, and art direction for Winmark brands. Lead full brand redesign and design system development, app UI, digital signage design, and website for Screenfeed. Worked alongside developers in asset hand-offs and direction. Wall art, social media concepts, design, and animation for The Prince Estate & Paisley Park.

Freelance Art Director & Designer

Mar. 2015–Nov. 2015

JohnRyan—Minneapolis, MN

Concept and storyboard design for digital signage in PNC banks using both existing brand guidelines and original artwork. Upon adding me to the team, we were able to get ahead of several deadlines and over-deliver on ideation and refinement estimates.

Art Director

Dec. 2012–Mar. 2015

BaM (Bradley and Montgomery)—Indianapolis, IN

Lead Chase Bank's quarterly campaign ideation, art direction, paper and animated merchandising. In 2012, I designed the concept that secured BaM the work with Chase Private Client.