



Art Director Multidisciplinary Designer

Turning complex ideas into intuitive, engaging experiences.

contact

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portfolio

alyssastrand.com

expert software

Figma • Illustrator • Photoshop

education



University of Minnesota
Twin Cities

B.S, Graphic Design with Distinction

featured brands



experience

UX Designer III

Jan. 2026–Jun. 2026

Boston Scientific (Contract)—Remote

Provided visual and UX direction for enterprise applications, partnering with stakeholders, developers, and product teams to translate complex business requirements into clear, cohesive digital experiences. Established a scalable design system that focused on strengthening visual consistency, accessibility, and brand alignment while balancing user needs, technical constraints, and organizational goals.

Designer II

Feb. 2022–Sept. 2025

Microsoft (Contract)—Remote

Shaped the visual direction of Microsoft products including Bing and Rewards while partnering with product teams to translate business goals into cohesive, user-centered digital experiences utilizing Microsoft's Maximalism motifs.

Expanded the Microsoft Clarity brand through illustration-led creative and campaign design, contributing to a 45% increase in link clicks, 15%+ follower growth, and 10%+ increases in engagement and impressions within three months.

Sr. UX/UI Designer

May 2021–Feb. 2022

Thrivent (Contract)—Remote

Led the completion of the iconography needed for the finished design system. Designed responsive web experiences for Thrivent's Web 2.0 initiative, across and breakpoints.

Creative Director

Nov. 2020–Mar. 2021

Proozy—Eagan, MN

Built and led a multidisciplinary creative team of five, streamlining design, photography, and email marketing operations within a high-growth e-commerce environment. Increased creative team productivity by 3x and improved email click-through performance by 300%. Led a company-wide brand refresh spanning identity, web, packaging, email, signage, and merchandise in under 90 days.

Associate Creative Director

Apr. 2019–Nov. 2020

Screenfeed | Treefort—Minneapolis, MN

Sr. Designer & Illustrator

Nov. 2015–Apr. 2019

- Refreshed brand identities through updated color palettes, visual motifs, and responsive website design. Art directed integrated campaigns for Winmark's portfolio of brands (Once Upon A Child, Plato's Closet, Style Encore, and Music Go Round) across video, print, and social media.
- Led concept development, art direction, and set design for week-long brand photo shoots involving casting, production coordination, and more than 15 models.
- Directed a full brand redesign for Screenfeed, including a library of 300+ icons, mobile app UI, digital signage templates, and website design.
- Partnered with developers through asset handoff and implementation. Providing creative direction for new, custom, and re-skinned Screenfeed digital signage products.
- Concepted, designed, and produced eight featured spaces within Paisley Park under tight timelines and complex asset requirements. Created social media concepts, designs, and animation for The Prince Estate.

Art Director

Mar. 2015–Nov. 2015

JohnRyan (Contract)—Minneapolis, MN

Designed concept-driven digital signage campaigns for PNC Bank, combining brand-compliant and original creative to improve team efficiency and exceed delivery expectations.

Art Director

Dec. 2012–Mar. 2015

BaM (Bradley and Montgomery)—Indianapolis, IN

Led Chase Bank's quarterly campaign ideation, art direction, paper and animated merchandising. Designed the concept that secured BaM as the agency of record with Chase Private Client.