alyssa garay
designer

mail: alyssagaray00@gmail.com
website: https://alyssagarayid.webflow.io/
linkedIn: /in/alyssaalexandragaray/

get to know me

innovative | curious | empathetic | pragmatic | collaborative | dynamic

Hey there, my name is Alyssa! You probably wanna learn a little more about me, so here are the basics: I'm 28, I live in East LA, and I love problem solving and design. Over the years, I've been able to hone my eye for design and utilize my technical skills to iterate, engineer and create products for people and brands. I'm big on trend and design exploration, staying curious, and keeping my brain busy whether that's through a side project I cooked up, tinkering with tools or playing pool somewhere on the eastside. Consider me your jack of all trades, Its so nice to meet you.

places i've worked

dr. squatch

August 2023 - Present
Los Angeles, CA

lead packaging & hardgoods designer

- *Designed and developed hard good products and merch for marketing campaigns and evergreen product portfolio from concept to commercialization. This established the hard good design language which led to the brands growth and subsequently to the acquisition by Unilever.*
- *Optimized key product categories by analyzing technical drawings, identifying problems of damaged or non spec components, and engineering design focused solutions collaborating with manufacturers to improve stability, sale velocity, user satisfaction, and cost margins.*
- *Developed packaging design language systems for four upcoming brand franchises and product portfolios by collaborating cross functionally to address distinct market segments while maintaining the brand's strategic direction and visual identity.*

packaging & hardgoods associate

- *Developed retail displays with engineers, ensuring structural integrity, visual appeal, and manufacturability aligned with brand standards.*
- *Coordinated and managed project timelines, aligning design milestones with engineering, testing, and production to meet critical launch dates.*
- *Partnered with cross-functional teams to produce 3D concept renders, visualizations, and mockups for packaging, retail display, and marketing initiatives*

primer studios

October 2021 - April 2023
Los Angeles, CA

industrial designer I

- *Analyzed data & conducted custom research on competitive products, users, and markets to develop key design problems and insights*
- *Lead design development from initial sketching to DFM (design for manufacturing) in collaboration with engineering teams for final production*
- *Developed end-client presentations including production-ready designs, 3D product renders, animations, and tech packs*
- *Developed go to market strategy and artwork such as social media assets, design packaging, and web assets*
- *Responsible for final product CMF and created corresponding graphic and CMF documentation for clients and manufacturers*

legacy semiconductor

June 2020 - October 2021
Beaverton, OR

electronics technician / operations assistant

- *Utilized schematic diagrams to solder, repair and test machine parts and Printed Component Boards (PCB).*
- *Assembled product kits as well as constructed parts included in kits for semiconductor foundry equipment.*
- *Conducted quality inspections and tests on outgoing products to ensure compliance with customer specifications and requirements.*

my education

university of oregon

2016 - 2020
Eugene, OR

bachelor of arts / product design

focus in ceramics, wood, fibers and plastics

what i can do

programs + languages:

- *Blender*
- *Rhinoceros 3D*
- *Grasshopper*
- *Keyshot*
- *Solidworks*
- *Adobe*
- *Sub D*
- *Nurbs*
- *Python*
- *Illustrator*
- *Photoshop*
- *Webflow*

skills + focuses:

- *Manufacturing Processes*
- *3D Printing*
- *DFM*
- *Renders*
- *Graphic Design*
- *Concept Development*
- *Packaging Design*
- *Visualization*
- *CMF*
- *Project Management*
- *Illustration*
- *Branding*