

Alysia Steingart

Freelance Designer & Art Director

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** available for freelance
and contract work*

EXPERIENCE

Freelance Designer & Art Director Steingart Design

Mar 2019 – Present | Tampa, FL

Independent design practice spanning brand identity, visual systems, campaigns, packaging, and web, with five long-term partnerships and ongoing direct client work.

- **IHC Agency** Lead design across multi-channel campaigns for international clients in CPG, beauty, healthcare, wellness, and lifestyle, spanning social, digital, print, motion graphics, and visual identity for clients including Young Goose, BodyBio, Wisewell, and Rest&Reset.
- **Roger West Creative** Partner on ongoing brand identity and campaign work across healthcare, hospitality, B2B SaaS, logistics, manufacturing, and real estate clients; extends from prior in-house role.
- **Grapeseed Media** Produce ad creative, case studies, decks, and marketing collateral for a global media agency and clients including Webster Bank and StackAdapt across finance, B2B, and nonprofit sectors.
- **Biohack-it** Design pitch decks, event collateral, and brand materials for a wellness media platform expanding into e-commerce and experiential events across Miami, Austin, and Dubai.
- **Advocacy media agency** (client name withheld) Develop case studies and ad creative for an advocacy media agency working across nonprofit and cause-driven campaigns.
- **SERI** Translate complex regulatory and program content into presentations, social graphics, and infographics for a global electronics recycling nonprofit.

Graphic Designer Piper & Co Creative

Apr 2024 – Nov 2024 | Tampa, FL

- Designed social, marketing, and event creative for 7 hospitality brands including Oxford Exchange, Casa Cami, and Predalina, maintaining the visual and verbal identity of each brand.
- Managed 3 brand Instagram accounts end-to-end, from feed mock-ups and content design to captions, scheduling, and community engagement.
- Developed seasonal campaigns, marketing assets, and branded collateral in partnership with clients, marketing, PR, and operations teams.

Graphic Designer Roger West Creative

Jan 2023 – Apr 2024 | Tampa, FL

- Designed brand identities, campaign systems, and marketing collateral for clients across healthcare, hospitality, B2B SaaS, logistics, manufacturing, and commercial real estate.
- Produced cross-platform digital creative across Meta, Google Display Network, and partner platforms, supporting campaigns that generated \$208K+ in revenue in a single month.
- Mentored junior designers through creative feedback and project guidance.

Brand Identity Designer Grove Brands

Jul 2022 – Dec 2022 | Tampa, FL

- Led discovery, strategy, and identity design for 14 small business clients, building logos and brand systems from positioning through launch.

Graphic Designer Bare Home

Jun 2021 – Jul 2022 | Minneapolis, MN

- Developed brand guidelines and design standards across packaging, Amazon Marketplace e-commerce, and marketing for product launches and ongoing brand work.

EDUCATION

BFA in Graphic Design University of Minnesota, Twin Cities

2017 – 2022

SKILLS

/ TECHNICAL

Adobe Creative Cloud (InDesign, Photoshop, Illustrator, After Effects), Figma, Webflow, Framer, HTML, CSS, Google Web Designer, Google Slides, Adobe Firefly, Print Production & Pre-Press

/ CREATIVE

Brand Identity, Visual Identity Systems, Art Direction, Creative Strategy, Campaign Design, Editorial Design, Packaging, Web Design, Social Design, Presentation & Pitch Decks