

alyssa ostroff

Senior Brand Designer & Art Director • Brand Systems, Campaigns & Digital

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PROFESSIONAL SUMMARY

Senior brand designer with 13+ years of experience building distinctive, memorable visual identities and scalable brand systems across healthcare, wellness, and consumer categories. Contributor to the CDC agency-wide rebrand as one of five designers — logo design, typography, color systems, iconography, and a template ecosystem deployed globally. Deep expertise in brand systems, photo art direction, illustration, accessible design (WCAG 2.1 / Section 508), and premium consumer brand building. Founder of Self-Care Shirts, a wellness DTC brand built entirely from scratch. Exceptional typographic sensibility and obsessive attention to detail. Proficient in Figma and Adobe CC. GDUSA and ADDY award winner.

13+

YEARS OF
EXPERIENCE

1,000+

PROJECTS
DELIVERED

11

GDUSA
AWARDS

61,629

SUPER BOWL
PROGRAMS

EXPERIENCE

Senior Brand Designer & Art Director

Atlanta, GA (Remote) | Sept 2020 — Aug 2025

Centers for Disease Control and Prevention (CDC)

- **Visual identity & brand systems:** Contributed to the CDC agency-wide rebrand as one of five designers — logo design using the golden ratio and Fibonacci sequence, Pantone precision color analysis, typography systems, iconography, and layout principles forming a cohesive visual identity deployed across hundreds of offices globally.
- **Scalable brand standards:** Built the complete CDC template ecosystem — scalable brand standards, design kits, and visual guidelines that kept the brand cohesive as it scaled across teams, programs, and channels.
- **Brand guidelines:** Led the Global Health Center brand initiative — a 72-page visual identity system covering color, typography, photography direction, shape language, and cross-platform application guidelines used by hundreds of stakeholders.
- **Campaign brand systems:** Created the visual strategy, logo, and brand system for CDC's 2024 Yellow Book global travel health campaign — driving a 23% increase in unique page visits (1.3 million visits within three months of launch).
- **Photo art direction:** Art directed visual campaigns — directing composition, photography standards, and visual storytelling across digital, print, social, and experiential touchpoints.
- **Accessible by design:** Designed and maintained scalable, accessible design systems compliant with WCAG 2.1 and Section 508, supporting consistent implementation across digital and print.

- Co-produced the Cancer Survivors Super Bowl LVIII campaign — featured in the official game program distributed to all 61,629 in-person attendees at Allegiant Stadium; extended to a Times Square digital billboard (330K daily visitors) and NFL social channels (736K impressions). Won the OCOO People's Choice Award over 8 competing teams.

Founder & Creative Director

South Florida | Jan 2014 — Present

Alyssa Creative

- Founded and operate a boutique creative studio — delivering brand identity systems, photo art direction, campaign creative, and packaging across 1,000+ client engagements in healthcare, wellness, and consumer sectors.
- Builds distinctive brand systems from the ground up — visual identity, typography, color, and guidelines that keep brands cohesive and recognizable at scale.
- Freelanced for Spring Health (2020—2022) under Creative Director Sheira Stein — producing brand and marketing creative across social, paid media, landing pages, and print for a high-growth health tech company.
- Designed conversion-focused landing pages and marketing assets integrated with HubSpot, Salesforce, and CMS platforms, leading the full creative lifecycle from discovery through developer handoff.

Founder & Brand Designer

selfcareshirts.com | May 2025 — Present

Self-Care Shirts

- Founded and solo-operate a wellness DTC consumer brand — building the complete brand identity from scratch: original Procreate illustration, typography, packaging, lifestyle photography direction, and a distinctive, recognizable visual system.
- Scaled to \$13K+ monthly revenue at 26% net profit margin through performance creative, A/B testing, and premium brand-building — proving the ability to build a consumer brand people remember.
- Built and manage the full Shopify storefront experience — product listings, email marketing, and paid social creative — reducing ad spend by up to 45% through funnel optimization.

Senior Graphic Designer

Fort Lauderdale, FL | Jan 2019 — Sept 2020

MCNA Dental / Adaxa Technologies

- Designed web interfaces, brand systems, and marketing materials; art directed and photographed corporate events; created a complete original illustration and character system for a consumer-facing digital platform.

Art Director

Fort Lauderdale, FL | May 2018 — Nov 2018

Quick Weight Loss Centers

- Art directed integrated brand campaigns across 42+ centers nationwide — maintaining visual consistency across digital, print, social, and in-center touchpoints.

Senior Graphic Designer

Tamarac, FL | Feb 2016 — Oct 2017

ComplyRight

- Won 6 GDUSA Awards; established and maintained brand consistency and visual standards across all elements, channels, and formats.

Graphic Designer / Production Artist

Fort Lauderdale, FL | Feb 2014 — Oct 2015

Uniform Advantage

- Led rebrand of Uniform Advantage and ChefUniforms; art directed styled product photography shoots; designed the 30th anniversary logo; won a 2015 GDUSA Award; reduced production workflow by 50% through template systems.

Graphic Designer

Sunrise, FL | Aug 2013 — May 2017

City of Sunrise

- Designed brand identity and campaign materials across print, digital, and environmental formats; won 4 GDUSA Awards.

Marketing Designer

Tallahassee, FL | Aug 2012 — Dec 2013

FSU Oglesby Union Marketing

- Designed integrated campaign and event materials; art directed junior designers; recognized with a 2014 Silver ADDY Award.

SKILLS & CAPABILITIES

- **Brand identity & systems:** Visual identity, logo design, typography systems, color palettes, iconography, layout principles, scalable brand standards
- **Photo art direction:** Photoshoot direction, mood boards, styling, composition, collaboration with photographers and videographers
- **Consumer brand building:** Distinctive DTC brand development, premium aesthetic, packaging, brand storytelling that people remember
- **Illustration:** Original Procreate illustration — character design, hand-drawn typography, expressive consumer artwork
- **Accessibility:** WCAG 2.1 and Section 508 compliant design systems across digital and print
- **Design tools:** Figma, Adobe CC (Illustrator, InDesign, Photoshop, After Effects, Premiere Pro, Adobe Express), Procreate, Webflow, Shopify, HubSpot, AI tools
- **Motion & video:** Adobe After Effects, Premiere Pro — motion graphics, animated social content, video production

AWARDS

6x GDUSA (ComplyRight) • 4x GDUSA (City of Sunrise) • 1x GDUSA (Uniform Advantage) • 2014 Silver ADDY (FSU) • OCOO People's Choice Award (CDC)

EDUCATION

MA, Mass Communications — Digital Strategy • University of Florida

2022

BS, Advertising • BS, Marketing • Florida State University

2013

[View My Portfolio](#)

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