

Contact

alisha.cusano@gmail.com
(203) 889-7203
www.alishacusano.com

A multidisciplinary designer with experience in construction, healthcare, B2B and B2C marketing. Well versed in Adobe Creative Suite and all social media platforms. As a creator, I am willing to learn all medias to hone in on challenges in the ever-changing design industry.

Education

Marist College

Poughkeepsie, New York
BFA, Studio Art 2016

Lorenzo de Medici Institute

Florence, Italy
Fall 2014

Skills

Adobe Creative Suite
InDesign, Photoshop,
Illustrator, Express
Figma
TikTok
Instagram
Procreate
PowerPoint / Keynote
Google Slides
Canva
HubSpot
Wix Website Creation
Project Management
Mailchimp

Professional Experience

EMCOR Group Inc.

Production Artist

July 2024–Present

- Design diverse assets using Adobe Creative Suite including monthly newsletters both print and digital, pull-up banners and promotional products for tradeshow use, agendas, signage, and presentations for executive meetings and conferences.
- Produced brand-compliant marketing assets for 150+ EMCOR subsidiaries, ensuring cohesive corporate identity across all channels.
- Managing full lifecycles: Oversee end-to-end production pipelines from initial pre-press layout to final print distribution including vendor costs and relations.
- Developed initiative branding: Designed custom, one-off logos for specialized internal initiatives and strategic corporate goals.

HashtagHealth

Graphic Designer

September 2022–July 2024

- Designs content for clients including Stemline Elzonris®, Eisai's One Liver to Love, Made of More, and Spot Her, Alexion's MoreThanMG campaign, and Agios' Global Medical Affairs.
- Lead designer on the MoreThanMG Embracing Self-Care series which has won:
 - 2024 Aster Awards: Silver
 - 2024 MUSE Award: Silver
- Responsible the design of client materials across Facebook, Instagram, X, and LinkedIn
- Ensures all client brand guidelines are met accordingly
- Responsible for creating all metrics reports for clients in Powerpoint
- Develops and designs storyboards for animation requests
- Conceptualizing internal human resources videos and tutorials with animation team and group art director

Community Health Network of Connecticut

Graphic Designer

April 2022–September 2022

- Designs and develops print materials for CHNCT, HUSKY Health Connecticut, and the Community Health Network of CT Foundation
- Updates HUSKY Health CT and CHNCT website via Dreamweaver
- Works with outside vendors to print any materials needed
- Responsible for creating all materials for the CHNCT Foundation Annual Golf Tournament
- Duplicates and edits designs to translate content for Spanish members

Synapse Group, a Dotdash Meredith Company

Graphic Designer

April 2021–April 2022

Production Artist

March 2017–April 2021

- Create direct mail pieces for Food & Wine Connoisseur Club, Golf Players Club, SkyGuide Executive Privilege Club MyLife, and 4 Your Health
- Design and upload print ads for Meredith magazine titles
- Develop ad and web page prototypes in Figma
- Collaborate on internal marketing and sales materials for both Synapse and Bizrate Insights via Powerpoint
- Manage and improve file structure for new print DAM system