



Alyssa Del Valle Bjorå

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Education

Parsons School of Design, The New School

New York City, 2016 - 2018

Paris, 2018 - 2020

BBA, Strategic Design & Management

Minor in Fashion Communication

Experience

Gleu, Startup Founder & CEO

May 2021 - Present

Founder of Gleu, a B2B startup which streamlines the wholesale workflow process between retailers and brands. Aside from founding the company, responsibilities include UX / UI design of the application, website design, content creation, user flow and wireframe development, project and task management.

Verbode Real Estate, Graphic Designer & Marketing Director

Oklahoma City, July 2020 - Present

Designer for digital and print marketing campaigns, website designer, content creator, social media marketing, project management, UX and UI design for verbode website.

S Design Inc, Collaborator & Graphic Designer

Oklahoma City, April 2021 - Present

Personally assisting the founder with key projects and various design work as needed.

Lux and Bee Fashion Retail Consulting,

Paris Fashion Week Representative & Artistic Director

Paris, France, August 2019 - March 2020

Project management for Paris Fashion Week retailer schedules, scheduling assistant for Bloomingdale's New York retailers, company newsletter creative director, managing client communications and administration, brand sourcing for retailers, attending and managing buying appointments and Fashion Week events.

Cornell Paris I Summer Institute, Sorbonne University, Assistant to the Director

Paris, France, July - August 2019

Personally assisting the program director with various tasks, project manager and content creator for student Cornell film project, organization and distribution of key information, photographed students and graduation ceremonies.

Paris Fashion Week Showroom Representative

Malone Souliers - June 2019

Tibi - January 2019

Chinti & Parker - February 2019

Roksanda - October 2018

Visual merchandising, professional styling of the collections, assisted vip clients, created social media photo and video content, organization of linesheets and look books.

Skilled In

- Adobe Creative Suite: Photoshop, InDesign, Illustrator, XD, Premiere Pro
- graphic design
- content creation
- social media marketing
- UX / UI design
- digital / print marketing
- website design
- branding / brand strategy
- Meta Ads Manager
- multimedia artwork
- fashion styling / communications
- Microsoft: Excel, PowerPoint
- Squarespace, Wix, Curaytor