



ALISSA PENDORF
GRAPHIC • DESIGNER

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EDUCATION

Slippery Rock University | Slippery Rock, Pennsylvania
Master of Education | Environmental Education
Intended Graduation: December 2023 | GPA 4.0

The Pennsylvania State University | University Park, Pennsylvania
Bachelor of Arts | Integrative Arts (major) • Arts Entrepreneurship (minor)
Graduation May 2016 | GPA 3.9, High Distinction (magna cum laude)

COURSEWORK

Arts Enterprise Development • Arts Marketing • Entrepreneurial Mindset •
Entrepreneurial Leadership • New Venture Creation • Advertising • Media & Society •
Typography • History of Graphic Design • Illustration • Graphic Design Studio I & II •
The Art of Web Design • Digital Photography Studio I, II, & III

SKILLS

Team Leader • Organizer • Multi-tasker • Critical Thinker • Problem-Solver • Skilled Writer
• Communicator • Project Coordinator • Small Business Owner • Entrepreneur

EXPERIENCE

Independent Environmental Educator | 2017–present

Developed and designed over twenty unique environmental education curriculum modules, including creative worksheets and group activities; delivered 200+ programs to numerous schools and organizations, grades K-5; organized and led on-site educational field trips; formed partnerships with local environmental organizations; member of NAAEE; currently serving second term on Penn State's Avian Education Advisory Committee.

Freelance Graphic Designer | 2010–present

Increased awareness of local organizations through strategic and creative consultation, branding, marketing, and prepress services, including illustration; package and logo development; rebranding; color management; and photography. Notable clients include The Pennsylvania State University and Shaver's Creek Environmental Center.

Garden Educator | The Arboretum at Penn State | 2014–2021

Developed, designed, and presented avian curriculum to diverse audiences; increased visitor exposure to avian conservation in Pennsylvania; initiated and managed partnership with Shaver's Creek Environmental Center (2016–2017); developed program schedules; trained volunteers; created educational displays for public events.

Raptor Center Educator | Shaver's Creek Environmental Center | 2014–present

Trained and cared for 22 birds of prey; presented raptors and developed educational dialogue for statewide audiences; designed visual aids and signage to enhance outreach efforts; photographed and cataloged key events; documented animal injuries for database archive; advanced public relations through Penn State Arboretum partnership.

Graphic Designer/Photographer | Town&Gown Magazine | 2015 Internship

Designed and typeset publications; photographed and processed magazine images; authored and photographed feature article about birding community and conservation.