

## Alyah Harris-Rivas

Washington, DC

www.ByAlyah.com

Hey there, I'm Alyah; a multihyphenate creative inspired by inclusion, sustainability, and innovation.

With a majority of my expertise in **visual design, brand identity, and creative consulting**, I collaborate with businesses to craft meaningful, strategic, and high-impact experiences. I am passionate about elevating brands through **digital brand systems, typography, and iconography**, with hands-on experience in **motion design, UI, and prototyping**—eager to further develop interactive and motion skills through collaboration and real-world application.

### *Experience*

**Kyndryl US - Senior Associate Visual Designer** (Feb 2022 – Jul 2024)

- **Led and co-led** high-impact design initiatives, helping drive **86% increased win rate** (by contract value) in Kyndryl's first fiscal year.
- **Developed and implemented a 4-step design process** (Research & Strategy → Creative Direction → Design System & Application → Feedback & Iteration) to streamline branding execution across all initiatives.
- **Designed and standardized a Style Guide system**, establishing a scalable template for branding projects that incorporated strategic goal-setting, moodboards, and brand identity elements.
- **Led the initiatives such as the implementation of Ideation Workshop sessions**, fostering cross-team collaboration to develop new systems, products, and brand guidelines for both internal teams and broader organizational use.
- **Co-led marketing and communications initiatives** for Kyndryl's cultural network groups, shaping visual storytelling and outreach strategies.
- **Collaborated across teams** to execute design projects for outward-facing new-logo and renewal opportunities, supporting over **50% of Kyndryl's total revenue** in the 2023 fiscal year.
- Served as **Early Career Guide, Mentor, and Volunteer** for the U.S. Summer Internship Program (2022-2023), fostering professional growth and skill development in junior designers.

**By Alyah LLC – Creative Director, Designer, Consultant** (June 2024 – Present)

- **Develop and refine brand identities, logos, and digital assets** that align with business goals and user needs.
- **Design high-converting creative assets** including **web design, social media templates, and email templates**, improving client engagement and CTR.
- **Translate client visions into visually compelling designs**, ensuring brand voice consistency and impact.

### *Education & Professional Development*

- **Northern Virginia Community College** – Visual Communication (Aug 2018 – Dec 2020)
- **Savannah College of Art and Design** – Art Direction (Aug 2021)
- **University of Maryland Global Campus** – Graphic Communication (Aug 2023)
- Ongoing education via Skillshare, Udemy, Coursera, IBM, and WIX

## *Certifications*

**IBM Design Thinking Co-Create & Gen-AI Badges** (2022 - 2025)

**Center for Humane Technology – Foundations of Humane Technology** (Dec 2023)

**Goal Crushing using OKRs to Achieve Business Results** (Nov 2022)

**User Experience Design Essentials** (Sep 2022)

**Web Accessibility** (Sep 2022)

**Graphic Design Masterclass** (Mar 2021)

## *Skills*

**Core Competencies** | Branding & Identity Design, Digital Brand Systems, Typography & Iconography, UI Design & Prototyping, Motion Graphics & Animation, Creative Direction & Strategy, Marketing & Visual Storytelling, Workshop Facilitation

## *Software & Applications*

**Design & Prototyping:** Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, After Effects, Premiere Pro), DaVinci Resolve

**Web & Digital:** WIX Studio, Framer, Webflow

**Presentation & Collaboration:** PowerPoint, MS Office, Miro, Notion, Canva, Google Suite