# ALYSON DICAPUA

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## SKILLS

### Graphic

Photoshop
Procreate
Illustrator
After Effects
Indesign
Premiere
Canva
Figma

### Artistry

Image Archiving
Photo Retouching
3D Design
Illustration
Creative Direction
Photo Research
Printmaking

## EDUCATION

### Fashion Institute of Technology
Fine Arts

## DESIGN EXPERIENCE

### Freelance Designer & Artist
2017 - Present

- Concept and create visuals and design explorations for client projects and agency presentations
- Demonstrate a strong understanding of composition, perspective, and storytelling techniques
- Develop brand marketing collateral such as print posters, invitations and flyers, digital signage, web graphics, logos, editorial content
- Scenic and production design for promotional displays and events.

## EDITING EXPERIENCE

### Photo Editor
The New York Post | 11/2021 - Present

- Utilize Adobe Photoshop to create compelling visual narratives through photo editing, enhancing and optimizing images to ensure high-quality and visually appealing final products.
- Demonstrate a keen eye for composition and framing to create visually striking and well-balanced images in alignment with project and story requirements.
- Collaborate effectively with journalists, photographers, graphic designers, and other team members to understand project goals and deliver visually cohesive results.
- Approach each project with a storytelling mindset, understanding the narrative behind the images and using editing to enhance and communicate that story effectively.
- Demonstrate a comprehensive understanding of copyright law and usage rights, ensuring compliance and ethical practices in all aspects of content creation and distribution.

### Photo Researcher
The US Sun | 04/2019 - 11/2021

- Identified and sourced relevant visuals based on the specific requirements of the project or article.
- Stayed on top of current trends, styles, and themes in visual content to ensure selected images are relevant and appealing to the target audience.
- Efficiently managed and organized a large volume of image files, ensuring accessibility and version control.