




# Alyah Harris-Rivas

Washington DC  
Contact & Portfolio   
[Byalyah.com](http://Byalyah.com)

I'm an Artist and Designer inspired by inclusion, sustainability, and using innovative practices to help established brands create meaningful impact. With visual design and creative consulting expertise I have a proven track record of successful client collaboration and deliverable execution. Skilled in brand identity, logo creation, and social content development.

## Work Experience

### Kyndryl US

Washington DC

Senior Associate Visual Designer

Feb 2022 – Jul 2024

- Our team supported over 50% of Kyndryl's total revenue in the 2023 fiscal year with NPS score of 100%.
- Worked with teams in and outside Kyndryl across multiple fields on outward-facing, new-logo and renewal opportunities.
- Increased win rate by 86%(by contract value in first fiscal year) creating visual experiences using a 4-stage process:
  - Research & Strategy, Creative Direction, Design System & Application, Feedback and Iteration.
- Developed an empathetic and collaborative team culture with growing team
- Encouraged curiosity and growth as mentor while pushing innovative ideas to fruition with core team.
- Marketing and Communication for United States Women's, Asian & Pacific Islander, and Black Enterprise cultural inclusion networks.
- Early Career Guide, Mentor, and Volunteer for US Summer internship program, 2022-2023.

### By Alyah - By Alyah LLC formed in 2024

Washington DC

Freelance Designer and Creative Consultant

Sep 2021 – Present

- Consult with clients to develop and refine brand identities, logos, and assets ensuring alignment with business goals, client, and end-user needs.
- Design a range of creative assets including social media templates, web design, and email templates to enhance client's online presence, engagement, and CTR.
- Translate client visions into visually compelling designs that effectively communicate brand voice and vision.

## Education

Northern Virginia Community College, Visual Communication

Aug 2018 - Dec 2020

Savannah College of Art and Design, Art Direction

August 2021

University of Maryland Global Campus, Graphic Communication

August 2023

Skillshare, Udemy, Coursera, IBM and WIX – Self-taught

Present



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## Certifications

IBM Design Thinking Co-create and Gen-Ai Badges	2022 - 2024
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

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## Skills

Graphic Design • Visual Communication • Video Editing • Web Design • User Interface Design • Creative Direction • Design System • Data and Analytics • Brand Identity • Logo Design • Social Media Marketing • Marketing Design • User Experience Design • Illustration • Template Design • Motion Graphics

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## Apps

Premiere Pro, Premiere Rush, Media Encoder, After Effects, InDesign, Illustrator, Photoshop, XD, Figma, WIX Studio, Framer, Webflow, PowerPoint