

# ALYSSA BURTT

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As a design strategist, I help purpose-driven leaders and organizations listen deeply to their customers, innovate on brand and business strategy, and communicate it artfully to create aligned resonance and relevance with the audiences that matter.

Visit my portfolio: [www.alysaburtt.com](http://www.alysaburtt.com)

## Work Experience

### Brave Narrative

Founder / January 2015 – 2018

Offered brand strategy consulting, workshops and an online course based on a storytelling and archetypal branding process (think Nike as a hero brand). Designed bold, artful brand identities and websites for clients through my signature 'Brave New Brand' service with support from a small team. My clients were primarily life coaches & independent thought leaders doing purpose-driven work. I supported each of them in growing their brand and business to make a greater impact in the world.

[www.bravenarrative.com](http://www.bravenarrative.com)

### ZenHouse Media

Co-Founder, COO and Creative Director  
January 2007 – January 2015

Founded in 2007, my partner and I grew this business to 10 employees over 8 years. As Chief Operating Officer and Creative Director, I directed the operational focus of our company, did client management and consulting on brand positioning and online marketing strategies, and managed and led the creative direction with a team of talented designers and developers to create brand identity designs, websites, print designs, custom photography, and online marketing strategies and campaigns. My clients most thanked me for my keen insight in our branding consultation sessions and my strategic and artistic sensibilities. Our clients: Granville Island GIBCA, Chinatown BIA, West Broadway BIA, City of Bhangra Festival, Pacific Immigrant Resources Society, Siegels Bagels, Zara's Deli, Peter Kiss Wood Sculptor, Frame of Mind Framing, Briers Home Furnishings & many more.

### Burst Creative Group

Graphic and Web Designer  
January – May 2009

I contracted with this small, but fantastic design company based in Gastown, Vancouver, where I did everything from web development to greeting card illustration to branding, concept development, meeting clients and more. I wore many hats and worked closely with an award-winning senior designer, learning a lot in a short time.

## Education

The California College of Arts

MBA in Design Strategy, May 2019

Graduate business program based on design research, business innovation processes and strategic foresight.

The Art Institute of Vancouver BC

Advanced Graphic Design Diploma, Apr 2008

Web Design, Graphic Design, Programming, Video

University of British Columbia

Bachelor of Fine Arts, Apr 2007

Visual Arts: Painting, Photography, Digital Arts

## Professional Development

Lead. Gather. Relate. 2021 Candidate for the World Makers Leadership Program with Dr.

Jenn McCabe → I am finishing my 2nd year of this 4-year program to develop leadership skills through vision making, relating skillfully to difference, and building character via radical personal responsibility.

Unschool Fellowship Cape Town, SA 2018 →

I attended the 2018 fellowship in Cape Town to explore design thinking methods for social impact and sustainability with a group of young global leaders.

Tara Gentile's Quiet Power Strategy: The

Foundation Program → In 2016 I completed this 6-month virtual strategic business training program and group mastermind for entrepreneurs.

Yoga Teacher Training → In 2015, I received my 200-hour Yoga Teacher Training certification in Nosara, Costa Rica, learning to confidently lead a group.

Marie Forleo's B-School → In 2012 I completed this online 8-week program to learn the latest online marketing, entrepreneurship and business strategies.

## Skills

**Business Strategy & Innovation** Highly strategic, and trained in research & innovation best practices.

**Graphic Design** Mac, Adobe Creative Suite, Microsoft Office, WordPress Dev, & Video Editing

**Communication** Skilled with both oral and written communication, relational leadership & facilitation.

**Experience Design** Event planning, workshops, multidisciplinary events, design sprints & panels.