



ALISSA RICE

FANATICS/NIKE APPAREL DESIGN

SUPERBOWL HOT MARKET GRAPHICS

Sales data 24 Hours after Eagles won the Super Bowl



2,962 Graphics Sold
\$64,967



2,662 Graphics Sold
\$53,144



3,526 Graphics Sold
\$156,309



No Graphic Data



TROPHY TEE DESIGN DIRECTION & DEVELOPMENT



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FANATICS/NIKE APPAREL DESIGN

NIKE SUMMER CAMP GRAPHIC
FOR INTERNAL TEAM TRIP



NIKE X LICENSEE SUMMER CAMP
Beaverton, Oregon USA
2025

FAUX EMB PATCH DEVELOPMENT





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FANATICS/NIKE APPAREL DESIGN

2024 INTERNATIONAL GAMES DESIGN DIRECTION





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FANATICS/NIKE APPAREL DESIGN

2025 NFL DRAFT





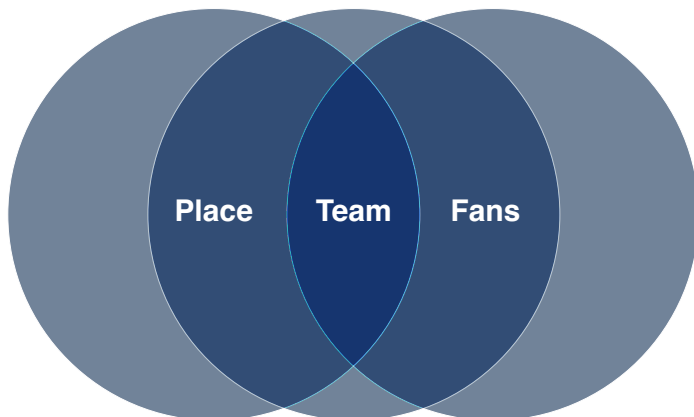
ALISSA RICE

FANATICS/NIKE APPAREL DESIGN

LOCAL PACK GRAPHICS:

We work 2 years in advance for most of our programs. This means that I have a ton of work with well thought-out creative development that has been unreleased to the public including these two graphics. I would be happy to share more in an official interview where I can go more in-depth on the creative process for a better understanding on my career at Nike.

Local graphics are team-centered graphics that emphasize the fans and or the place of the team, as demonstrated in the diagram below.

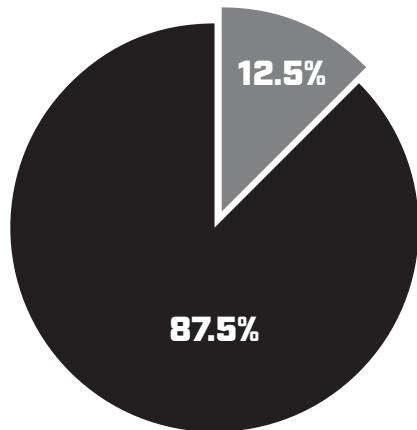




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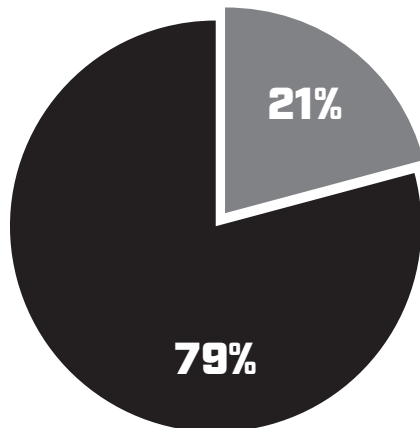
DATA FROM TAMPA BAY RAYS

2023 PROJECTS



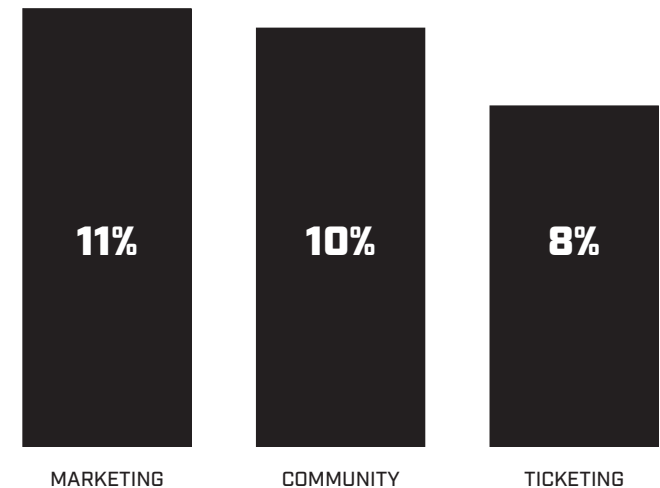
I completed 417 projects which was about 12.5% of our teams projects in 2023. A total of 1,247 deliverables.

2024 PROJECTS THROUGH APRIL



I completed 106 projects which was about 21% of the teams projects by April 2024. A total of 229 deliverables.

TOP DEPARTMENTS WORKED WITH IN 2023





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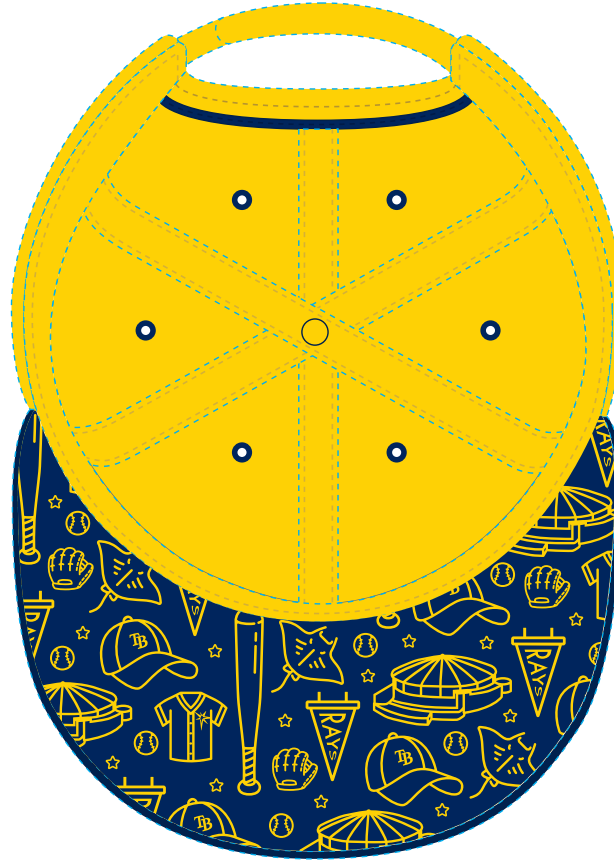
APPAREL & PROMO ITEM DESIGN PRIOR TO FANATICS





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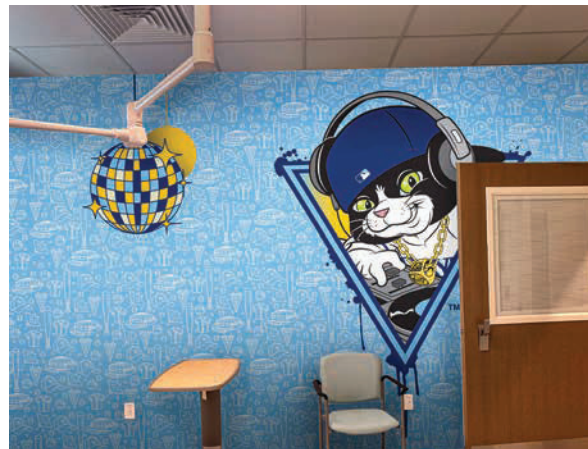
2024 RAYS ROOKIES PROMO ITEMS





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ORLANDO HEALTH HOSPITAL WALL WRAP





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MASCOT COLORING PAGES





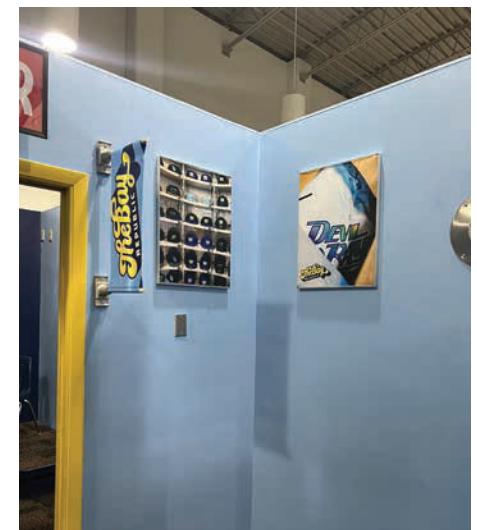
ALISSA RICE

OFFICE REDESIGN

**DARE TO CHANGE
THE GAME**

**LET YOUR PASSION
SHINE**

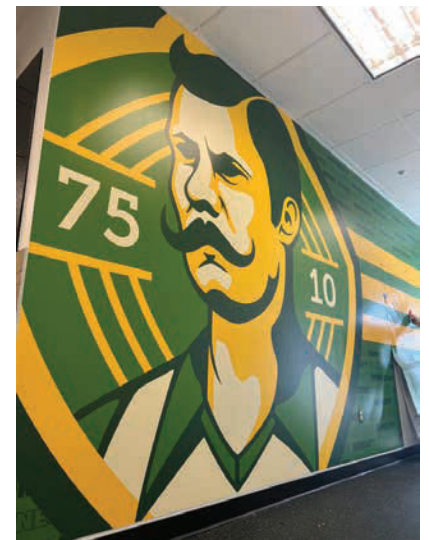
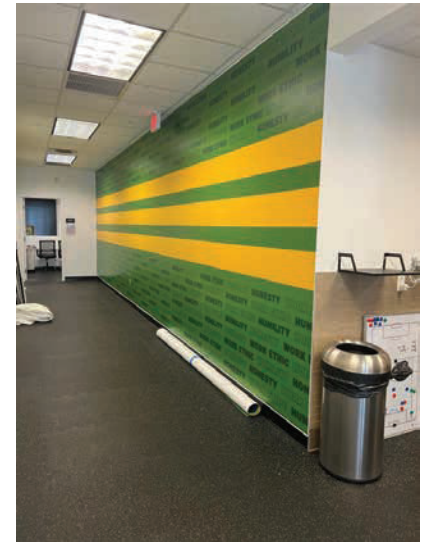






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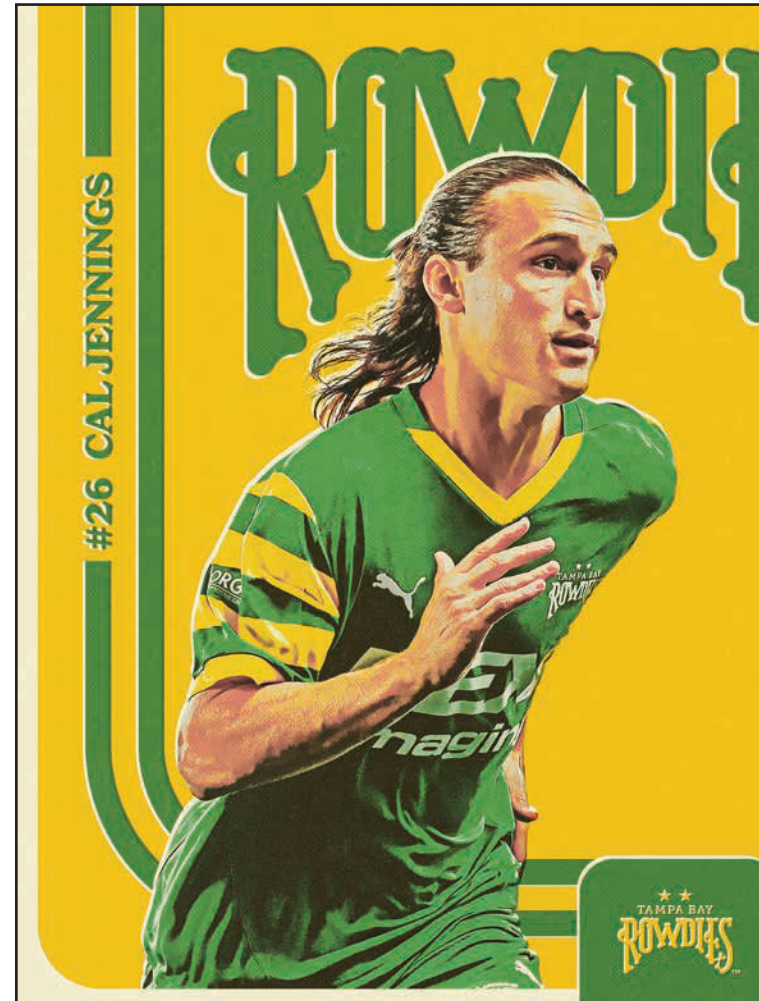
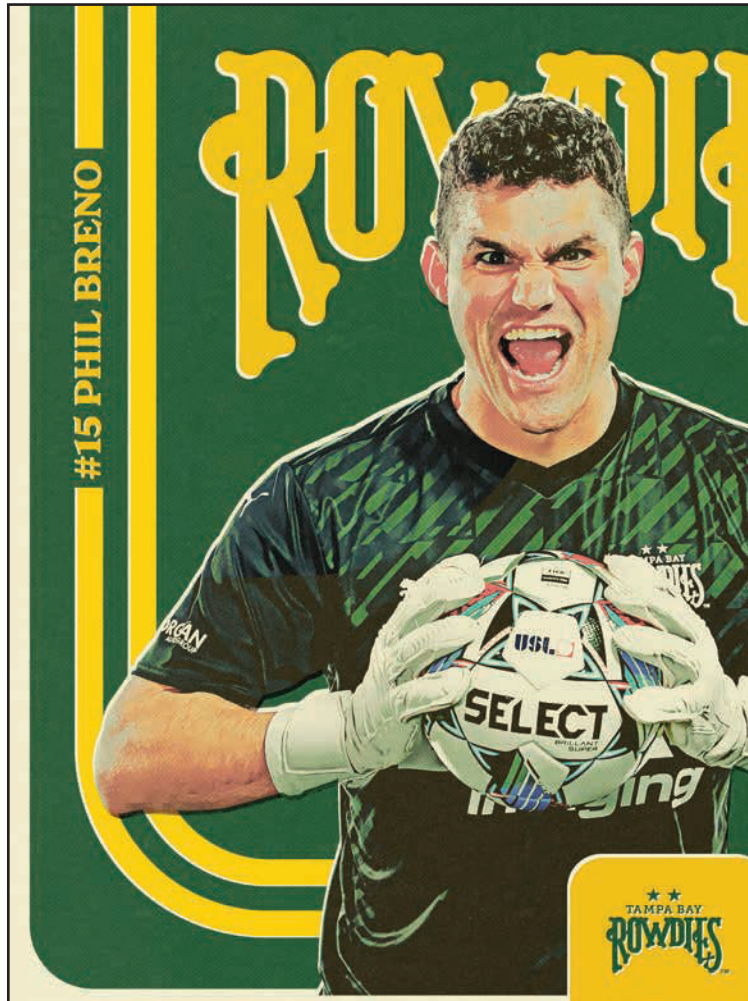
ROWDIES STADIUM & TRAINING COMPLEX





ALISSA RICE

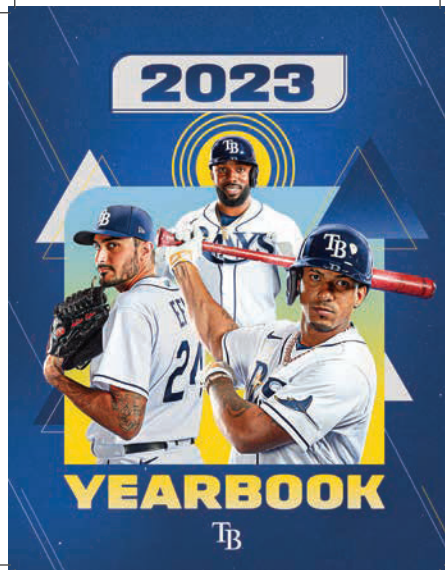
ROWDIES SNAP FRAMES





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2023 TAMPA BAY RAYS YEARBOOK



FRONT COVER



PLAYER PROFILES

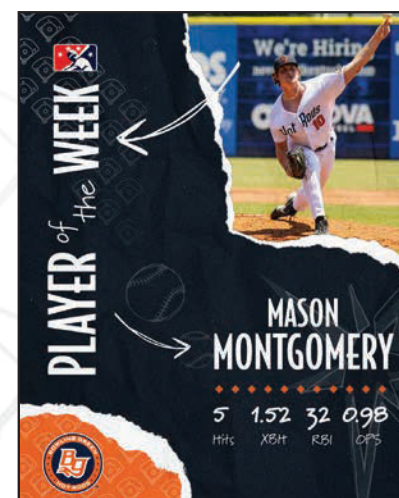
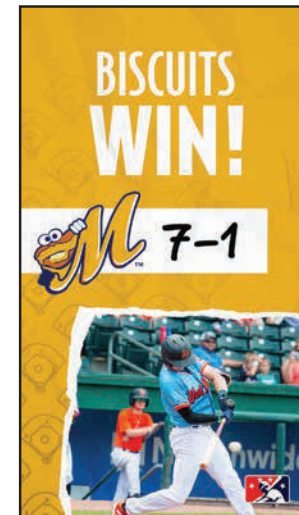
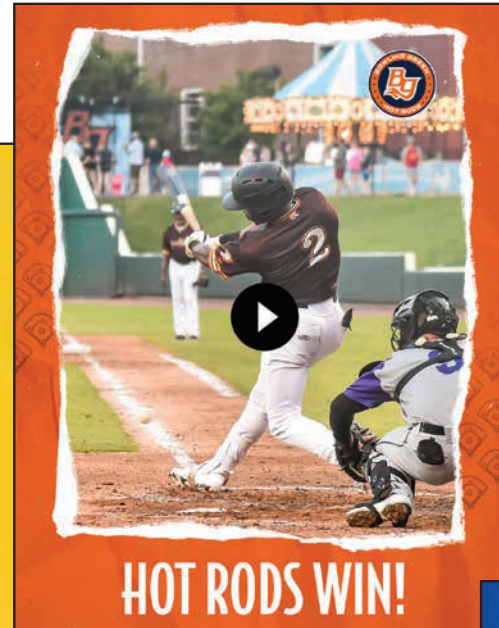


FULL PAGE SPREAD



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MINOR LEAGUE CAMPAIGN





ALISSA RICE

SOCIAL MEDIA

RAY'S RADIO NETWORK | 95.3 WDAE

OFFICIAL WATCH PARTY

TB | CR

SEPT. 29 7:05 PM	COCO'S CRUSH BAR & GRILL
SEPT. 30 3:05 PM	TOP GOLF IN ST. PETE
OCT. 1 3:05 PM	CRABBY'S ON THE PASS



“

BUT IF YOU
CAN HIT IT
SQUARE
ON, YOU'RE
GOING TO
GET GOOD
RESULTS
OUT OF IT.

”



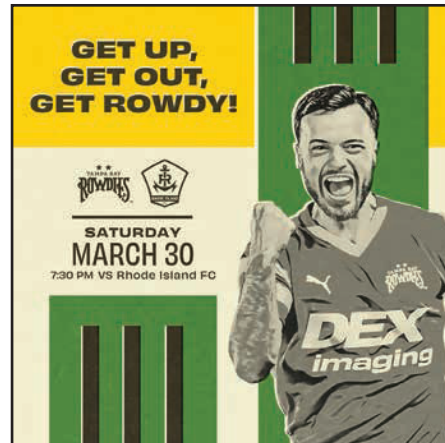
 **SERIES
SWEEP**

GAME 1
7-0
GAME 2
2-1
GAME 3
4-2



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DIGITAL ASSETS





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LOGOS

