
GRAPHIC DESIGNER

Highly motivated and imaginative graphic designer with 10+ years of experience designing eye-catching collateral, developing effective marketing campaigns, and transforming program brands from ordinary to extraordinary. Well-honed communication and interpersonal skills to collaborate with decision-makers across all levels to reach project goals. Knowledgeable on design services and marketing strategies to drive organizational goals.

KEY QUALIFICATIONS

Customer Service | Project Management | Branding | Logos | Illustrations | Print & Web
Marketing & Graphic Strategies | Digital Media | Brochures | Social Media: Facebook, Twitter, Pinterest, LinkedIn

TECHNICAL SKILLS

Adobe Creative Cloud: Acrobat, Bridge, Dreamweaver, Illustrator, InDesign, Photoshop, Photoshop Sketch | Sketch
Microsoft Office: Access, Excel, Outlook, PowerPoint, SharePoint, Word | QuarkXPress | HTML | CSS | Slack
JavaScript, jQuery | GitHub | Sublime Text | FrameMaker, PageMaker | Fetch | FileMaker Pro | Mac & PC
Timberlake CMS | Imposition & Mail Merge Software | WordPress

PROFESSIONAL EXPERIENCE

American Feed Industry Association, Arlington, VA (2014–Present)

Graphic and Web Design Manager

Provide design services, present strategies, and create designs to support all programs, events, and marketing campaigns. Produce and oversee graphic design projects, including print and digital marketing materials. Utilize technical skills to design aesthetically appealing and informative website; build, design, and maintain web pages to ensure success of programs. Develop creative strategies, serve on marketing committee, and work with leadership, customers, and teams. Serve as liaison to vendors and ensure projects meet specifications and deadlines.

- Increased awareness of membership value; assisted in completion of Four Promises redesign with outside vendor, and carried brand onto 20+ materials, including new state advertisement and distribution directories.
- Refreshed brand identity and serve as brand ambassador, updated color palette for bolder, simpler logo; created clean cut and added new tagline; updated 20+ items, including letterhead, forms, folder, business cards, and email footer; developed identity guide and tagline usage guidelines.
- Redesigned new IFEEEDER logo; implemented Strategic Vision objectives and led internal team in redesign of e-newsletter, FeedGram, and semiannual journal; and utilized ISSUU/digital publishing platform to issue future online versions.
- Identified content management system (CMS) solutions via Google Analytics, fixed problems while keeping management and staff informed throughout process and communicated positive solution results.
- Implemented use of vector graphics on website and created 2 formal infographics.
- Aided Communication Manager on updates to social media sites with updated logos/new images and conducted technical training to staff in groups and one-to-one on Adobe Acrobat, InDesign, design techniques, and editing.
- Designed creative/effective event booth with Event Specialist; designed collateral for all events: signage, banners, flyers, posters, and tabletop sign; created interactive forms to include submit button and calculation capabilities.
- Contributed to member benefit achievements, best practices utilization, and staff efficiencies with new AMS, CMS, and advocacy tool systems solutions. Completed advocacy modules with third-party vendor, VoterVoice.
 - Built new responsive website available on multiple platforms, including smartphones and tablets; created 6 launch graphics to announce new website and designed advertisements for publications.
 - Implemented interactive elements to site with 7 iframe videos on multiple pages as well as live Twitter feed.

Allison Crompton Design Studio (2009–Present)

Graphic Designer | Owner

Manage concurrent projects from concept to completion; work with customers/clients on wide range of designs for print and digital, including brochures, demo labels, invitations, announcements, magazine design, branding materials, and logo designs. Collaborate with clients to identify and develop effective marketing plans to reach goals.

- Increased revenue growth and client base by delivering customer service excellence, listening to clients to generate effective designs, and building relationship with customers to generate referrals.

Deloitte, Arlington, VA (2010–2013)

Senior Graphic Designer

Produced proposals, presentations, marketing materials, and client deliverables, error-free and of professional quality to meet brand standards. Communicated and monitored projects' flow from design to final delivery.

- Played role in boosting revenue and company landing 7+ proposals, valued at \$70M+; designed proposals: labels, covers, and spines for proposals and highlighted internal Capture Groups profiles/qualifications.
- Honored with 7 Deloitte Applause Awards for strong work ethic and outstanding client service.
- Developed creative and informative presentations for senior management, including presentations, internal e-letter template, web graphic, flat-screen advertisements, and brown bag/lunch and learn presentations.
- Communicated clearly and collaborated with clients to create federal marketing material: Green Dot web banners, Technology Trend carousel advertisement, and Intel placement.
- Served as Communications and Branding co-lead for Deloitte's Virginia Tech Alumni Talent Network; first campus alumni community to have an official word mark; designed promotional giveaways: t-shirts, postcards, flyers, web advertising, and mini-business cards; mentored other team members on Deloitte branding.
— Won 2nd place: Best Overall Booth for creative design and booth setup out of 165 exhibitors at Gaylord Event.

ICF International, Rockville, MD (2008–2010)

Graphic Artist | Desktop Publisher

Created graphics and designed layouts for printed and digital projects, such as event collateral, proposals, magazine ads, brochures, web graphics, posters, brochures, and logos. Met with internal project staff to discuss their client needs and details of individual projects. Worked on numerous projects for clients and received positive feedback.

- Assisted with success of numerous federal projects: National Institute on Deafness and Other Communication Disorders' (NIDCD): Noisy Planet, US Public Health Service's Commissioned Corp, Substance Abuse and Mental Health Services Administration, Centers for Disease Control, and DoD Quit Tobacco campaigns.

EDUCATION

Bachelor of Arts in Communication Studies, Concentration in Journalism, Minor in Graphic Communications and English
Virginia Tech, Blacksburg, VA

Associate of Arts in Graphic Design — Art Institute of Washington, Arlington, VA, Graduated with Honors: *cum laude*

TRAINING

Web Design | From Print to Web to iPad | Front-end Web Development | Google Analytics | HTML and CSS | JAVA:
Desktop and Mobile Apps | Web Designers that Developers Love | Web Authoring: Dreamweaver CS4 | Adobe Creative Suite 4 Unleashed | Adobe Photoshop Conference | Section 508 Compliance | Advertising Art: Montgomery College, MD

PROFESSIONAL ASSOCIATIONS

National Association of Professional Women | DC Web Women | American Institute of Graphic Arts (AIGA)