

# ALLYSON BROOKS

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## SKILLS

### Creative Visual Ideation • Tenacity in Problem Solving • Adaptation & Flexibility



- Extensive Knowledge of Print
- Typography, & Layout
- Digital Color Correction & Image Manipulation
- Advertising, Publishing, & Marketing Collateral

- Logos & Branding
- Books, Catalogs, & Newsletters
- Packaging, POS & POP, Signage
- Trade Show Collateral
- Editing & Proofreading
- Published Author



- Email, Banners, Landing Pages, & Social Media
- GIF Animation
- Wireframing & Mock-up
- Understanding of UXD & Responsive Design

#### Platforms



#### Adobe Creative Cloud



#### Microsoft Office



#### Wordpress



## RECENT EXPERIENCE

### January 2000 to Present Freelance Graphic Designer

#### Pandahead Productions & Publishing

(This is a self-owned company currently in business)

- Created designs for clients:
  - Frank Marketing
  - Halco Lighting
  - Goodman Games
- East Coast Convention Representative for Goodman Games and Pandahead Publishing
- Logo Design & Graphics for 2 podcasts: Wrong & Wronger and 10 Minutes to Save Your Marriage
- Created Websites for six clients
- Responsible for Design, Production & Editing of books: Xcrawl, Primal Tales and Meddling Kids

### July 2016 to February 2017

#### Graphic Designer Epsilon Agency

- Worked with a team of graphic designers, account managers, and project coordinators in Atlanta and San Diego to assemble marketing strategies for clients in the health & fitness industry
- Designed & produced printed direct mail collateral, digital email, and web-based landing pages & banners
- Contributed to look-and-feel of seasonal design strategies to strengthen client's market presence

### April 2016 to June 2016

#### Web Designer The Home Depot (Through Aquent)

- Proactively assisted Senior Designers & Marketing Leaders in the creation of graphics for B2C email communications (CRM)
- Created animated gifs to amplify content

### February 2015 to September 2015 Web Designer

#### Fabric.com, a division of Amazon

- Designed graphics for B2C email, website, & social media
- Standardized all digital promotional templates
- Organized all files & photography with a standard nomenclature
- Mentored by Creative Director in strategies and best practices of User Experience Design and User Interfaces

### December 2012 to June 2014

#### Graphic Artist Schawk!

- Responsible for production & pre-flight of packaging files for print according to overseas printer specs
- Streamlined the label making process in Label Matrix software
- Proposed a Java-based data retrieval system for 32 language translations
- Awarded by client Kimberly Clark for Exceeding Performance Goals and Improving Morale

### July 2012 to November 2012

#### Senior Graphic Designer Halco Lighting Technologies

- Worked directly with the VP of Marketing and the Marketing team on product strategies
- Created all packaging, advertising & trade show materials
- Designed & updated all sell sheets

### October 2011 to June 2012

#### Graphic Designer Pramac America, LLC

- Worked directly with Marketing Director and Pramac VP to create effective package branding for American retail products
- Designed & coded mobile site for consumer use



AA - Visual Communication



BFA - Graphic Communication  
BS - Psychology (2019)

## EDUCATION