



ALLISON SMITH designer & creator

EDUCATION

Kutztown University Of Pennsylvania

BFA Communication Design 2020
Advertising and Graphic Design
Deans List Fall 2019 & Spring 2020

SKILLS

- Work and collaborate well with others
- Upbeat and positive attitude
- Strong work ethic
- Proficient in Adobe Illustrator, InDesign and Photoshop
- Knowledgeable in XD
- Great understanding of coding, CSS and HTML programs
- Photography, Photo editing & Retouching skills

CONTACT

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INDUSTRY EXPERIENCE

Graphic Designer at Valken Sports Inc.

Swedesboro, NJ | March 2021- Present

Valken Sports is the industry leader in supply manufacturing for paintball products. My role as their Graphic Designer includes the following:

- Working closely with the Web Developer, I conceptualized and redesigned the Valken.com Website, including multiple landing pages and responsive versions, while exploring the best UX practices.
- I conceptualized and design social content for the brand and brand products daily, including paid ads across multiple platforms, while collaborating with the Social Media Strategist.
- I played a large role on the marketing team to develop, design, and launch a new Valken app. As well as conceptualize new ideas daily and weekly to be posted on the app.
- I collaborate with the account team in weekly brainstorming sessions to plan new ways to reach customers and attract brand followers on all platforms, as well as bring the sport to a worldwide audience.
- Other design responsibilities include planning and art directing photo shoots of new products, photo retouching, and updating website graphics on fast timelines.

Creative Intern at Hanlon

Lansdale, PA | October 2019- December 2019

- Worked with Art Directors and Web Designers to make updates and edits on posters, flyers, and content for the social media page for the company.
- Attended weekly status meetings with all the creatives and designers.
- Re-branded a local barbershop, "Razors Edge". Work included a hand drawn logo, web site redesign mock-up, and mock-ups of shaving tools and branded product images.

Designathon

Kutztown University | March 2019-2020

- Kutztown hosts a 24 hour event where students work in teams to design for local non-profit organizations
- Designer & Art Director
- Created a new logo, and stationary for a local library. Worked one-on-one with the client to bring their vision to life.

ENTREPRENEURIAL EXPERIENCE

Freelance Graphic/Web Designer

2020-Present

My passion for graphic design gives me the opportunity to work on projects for people and brands that I have been personally connected to for many years. Recent work includes the following:

Italian Kitchen Restaurant & Catering

I designed (from scratch!) a full website for a local business in my hometown. I collaborated with the developer partner and oversaw all UX decisions. I worked closely with the client through multiple versions and revisions to help bring their vision to life.

Glow Up Sprays

I had the opportunity to build a brand for a growing local start-up. I created a logo, look and feel, and color palette for my client, as well as designed marketing material including a loyalty membership program and business cards.