



ALLISON SMITH

CONTACT

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Allisonsmith.design

EDUCATION

Kutztown University Of Pennsylvania

BFA Communication Design 2020

Advertising and Graphic Design

Deans List Fall 2019

SKILLS

- Work and collaborate well with others
- Upbeat and positive attitude
- Strong work ethic
- Proficient in Adobe Illustrator, InDesign and Photoshop
- Knowledgeable in XD

INDUSTRY EXPERIENCE

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 mock-up, and mock-ups of shaving tools. Designer and Art Director.

Designathon

Kutztown University | March 2019

- Kutztown hosts a 24 hour event where students work in team 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.

LEADERSHIP EXPERIENCE

Customer Service/Deli Clerk/Head Caterer

Italian Kitchen, Pennsville, NJ | January 2015-20

- Trained employees, answered the phone and took orders, and maintained overall customer satisfaction
- Set up and prepped catering event off site.
- Weddings, baby showers, work parties, etc.
- Loaded the food into the truck, set up food/table settings, served the appetizers, food and dessert. Catered to the bride or the person in charge of the event and worked one on one with them to make sure everything ran smoothly. Cleared the tables and cleaned everything up.

CAMPUS INVOLVEMENT

Member of the National Honors Society of Leadership and Success

Kutztown University | 2017

Member AIGA Kutztown Chapter | 2018

Event Committee Member | Ice Cream Social

ENTREPRENEURIAL EXPERIENCE

Freelance Makeup Artist/Consultant

- Have done the makeup of many of my family and friends for special events such as formals, school dances, weddings, etc.
- Have been referred through friends to other clients.