

Alison Harford

designer, geographer, journalist

CONTACT • EXPERIENCE

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alisonharford.github.io/portfolio

EDUCATION •

Syracuse University
August 2016 – May 2020
Syracuse, NY

Bachelor of Science in
Magazine Journalism
and Geography

S.I. Newhouse School of
Public Communications

Maxwell School of Citizenship
and Public Affairs

Founder's Scholarship

Studied abroad at the
University of Canterbury,
Jan-June 2019

SKILLS •

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe Premiere

ArcGIS, QGIS

HTML, CSS

Bootstrap

Wordpress

Social media

Photography

Videography

Conversational Spanish

Communications • Syracuse U. Environmental Finance Center • Present

Design webpages, newsletters, and social media blasts about conferences

Create posters and Save the Date invites for events

Work closely with members of the staff to develop marketing for grant projects

Visuals Intern • University of Canterbury Sports • Jan – June 2019

Photograph daily club sports both indoors and outdoors

Create video content for social sports and classes

Design Intern • National Geographic Magazine • Summer 2018

Designed iPad issues and a feature layout

Created webpages for front of book articles on nationalgeographic.com

Worked closely with Fernando Gomez Baptista on large-scale infographics

• ON CAMPUS

Project Creator • SOURCE at SU • Nov 2019 – May 2020

Recipient of a grant to pursue a reporting project: "Following the Bloom"

Reporting on citizenship science concerning algal blooms on Skaneateles Lake

Writing and designing four stories, to be read as "chapters"

Digital and Web Editor • Capstone project • Jan 2020 – Present

Create project architecture and branding

Code an entirely new website using HTML, CSS and JavaScript

Oversee all visual media for the project, including social media

Art Director • JERK Magazine • Jan 2020 – Present

Oversee all photographers, illustrators and designers

Put together two 68 page magazine issues over the course of the semester

Managing Editor • The Daily Orange • May – December 2018

Read and edited every article and package published

Oversaw Digital, News, Opinion, Photo, Pulp, Sports, Video and Visuals sections

Worked closely with section editors to develop ideas, story budgets

Presentation Director • The Daily Orange • January – May 2018

Managed the Design, Photo, and Illustration staffs

Art directed each page of the paper and online graphics

Created style guides and branding for large projects

• AWARDS & OTHER EXPERIENCE

Second place Feature Page Design, MSUSND 2019 competition (art direction)

Third place Newspaper Spread of the Year, 2018 Associated Collegiate

Press Individual Awards (design)

Third place Special Section, MSUSND 2018 competition (design)

Finalist for Multimedia Story of the Year, 2018 Associated Collegiate Press

Individual awards (contributed a story to the project)