

Alison Harford

multimedia journalist

CONTACT • EXPERIENCE

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EDUCATION •

Parsons School of Design
August 2022 – May 2023
New York, NY

Masters Certificate in
Infographics and Data
Visualization

Syracuse University
August 2016 – May 2020
Syracuse, NY

Bachelor of Science in
Magazine Journalism
and Geography

Graduated magna cum laude

S.I. Newhouse School of
Public Communications

Maxwell School of Citizenship
and Public Affairs

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

SKILLS •

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe Premiere

AP Style

HTML, CSS
Bootstrap
Wordpress

Mailchimp

Photography
Videography

QGIS

Art Director • Moab Sun News • January 2022-Current

Completed a redesign of the print edition to update fonts, style
Design the 20 to 24 page edition each week using InDesign
Post all articles online using WordPress
Create daily social media posts, weekly newsletter to enhance the print edition

Staff Reporter • Moab Sun News • August 2021-Current

Write and take photos for 3-5 stories per week
Cover breaking news, city council, community, art, and science

Media Manager • Maps.com • Nov. 2020-June 2021

Launched a new blog, "Journeys," which I wrote posts for 15+ times per month
Added 100K new page views on the site each month
Re-launched the newsletter, "Explorers Club," and increased click rate by 5%
Ran the social media accounts

Web Designer • Crowdsourcing Sustainability • Oct 2020-April 2020

Volunteered to design and develop a new website for
Crowdsourcing Sustainability, an environmental nonprofit

Communications • SU Environmental Finance Center • Aug 2019-2020

Wrote webpages, newsletters, and social media blasts about conferences
Designed posters and Save the Date invites for events

Digital and Web Editor • The 61% Project • Jan-May 2020

Created project architecture and branding
Coded an entirely new website using HTML, CSS, and JavaScript
Oversaw all visual media for the project, including social media
Won three awards for the design of the project

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

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 senior graphics editors on large-scale infographics

AWARDS & OTHER EXPERIENCE

First place in Criminal Justice Reporting, SPJ Top of the Rockies 2021
First place Digital Storytelling, SND College Student Design Awards 2021
First place Design of a Single Issue Ongoing Magazine, AEJMC 2020
First place Design of a Magazine Newspaper/Spread, CMA Pinnacle Awards 2020
2020 Designer of the Year (Society for News Design/Marshall Matlock)
Third Place Website Page Design, 2021 AEJMC/BEA Southeast Colloquium Creative Contest
Worked in environmental education at Cal-Wood Education Center (summer 2017) and Avid4Adventure (summer 2019)