

# Alison Harford

designer, geographer, journalist

## CONTACT • EXPERIENCE

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@aliharford

## 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

## Digital Media Editor • Capstone project • Jan 2020 – Present

Create project architecture and branding

Code an entirely new website using HTML, CSS and JavaScript

Oversee all digital media for the project, including social media

## Art Director • JERK Magazine • Jan 2020 – Present

Oversee all photographers, illustrators and designers

Put together a three 68 page magazine issues over the course of the semester

## Presentation Director • The Daily Orange • January – May 2018

Acted as the bridge between editorial and visuals

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

## Data Research • University of Canterbury • Jan – June 2019

Spent five weeks collecting field data in New Zealand

Developed data visualization and maps to present findings to the university

Developed a research project to draft recommendations for biodiversity  
conservation on private QEII covenant land in Kaikoura

## • 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)

Worked in environmental education at Calwood Education Center (summer  
2017) and Avid4Adventure (summer 2019)