

# Alison Harford

designer, cartographer, journalist

## CONTACT • EXPERIENCE

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[alisonharford.github.io/portfolio](https://alisonharford.github.io/portfolio)

## EDUCATION •

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  
ArcGIS, QGIS  
AP, Chicago Style  
HTML, CSS  
Bootstrap  
Wordpress  
Social media  
Photography  
Videography  
Conversational Spanish

### Communications • Syracuse U. Environmental Finance Center • Present

Write webpages, newsletters, and social media blasts about conferences  
Design 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

Photographed daily club sports both indoors and outdoors  
Created 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](https://nationalgeographic.com)  
Worked closely with Fernando Gomez Baptista on large-scale infographics

### Reporter • Grant Project • Nov 2019 – July 2020

Recipient of a grant to pursue a reporting project: “Following the Bloom”  
Reported on citizenship science concerning algal blooms on Skaneateles Lake  
Wrote, designed, and coded five stories, to be read as “chapters”

### Digital and Web Editor • Capstone 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

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

Oversaw 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

## • AWARDS & OTHER EXPERIENCE

Society for News Design/Marshall Matlock Designer of the Year 2020  
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 Cal-Wood Education Center (summer 2017) and Avid4Adventure (summer 2019)