Alison Harford

multimedia journalist • alisonharford.github.io/portfolio

CONTACT

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EDUCATION

The New School
August 2022 – May 2023

Masters Certificate in
Infographics and Data
Visualization

Syracuse University
August 2016 – May 2020

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 Lightroom
Adobe Photoshop
Adobe Premiere

AP Style

HTML, CSS
Bootstrap
Wordpress

Mailchimp

Photography, Videography

QGIS

Tableau

EXPERIENCE

Staff Reporter, Editor • Moab Sun News • August 2021-Current
Write and take photos for 3-5 articles per week; work on 2-3 larger projects every month
Cover science, culture, and city council
Manage and edit work by a team of ten freelancers

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 a weekly newsletter

Media Manager • Maps.com • Nov. 2020-June 2021
Launched a geography and mapping blog, "Journeys," writing 15+ posts per month
Added 100K new page views on the site each month
Re-launched the newsletter, "Explorers Club," and increased click rate by 5%

Web Designer • Crowdsourcing Sustainability • Oct 2020-April 2021
Volunteered to design and develop a new website for
Crowdsourcing Sustainability, an environmental nonprofit

Grant recipient, reporting project • Nov 2019 – July 2020
Recipient of a $5,0000 grant to pursue a reporting project, "Following the Bloom"
Wrote five stories about toxic algal blooms on New York's Skaneateles Lake
Designed and coded a website to host the project

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

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 News/Legal Reporting, Top of the Rockies SPJ Awards 2023
First place Singe Page Design, Top of the Rockies SPJ Awards 2023
Second place News Photography/Video, Top of the Rockies SPJ Awards 2023
2023 Metcalf Institute Science Immersion for Journalists Workshop finalist
First place in Criminal Justice Reporting, Utah SPJ Awards 2022
First place Digital Storytelling, SND College Student Design Awards 2021
First place Design of a Single Issue Ongoing Magazine, AEJMC 2020
2020 Designer of the Year (Society for News Design/Marshall Matlock)
Worked in environmental education at Cal-Wood Education Center (summer 2017) and Avid4Adventure (summer 2019)