

ALISON HARFORD

DESIGNER, CARTOGRAPHER, JOURNALIST

CONTACT • EXPERIENCE

aliharf3@gmail.com
720.301.2962
@aliharford

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

*And an approximate knowledge
of many other things, especially
concerning summer camp,
paddleboarding, and what not
to do when leading trad climbs

Content Developer • Maps.com • Nov. 2020-Present

Launched a new blog, “Journeys,” which I write 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%
Sent weekly retail promotional emails, which each turned \$500+ profits

Web Designer • Crowdsourcing Sustainability • Oct 2020-Present

Volunteered to design and develop a new website for
Crowdsourcing Sustainability, and environmental non-profit

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

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

Project Creator • Following the Bloom • Nov 2019 – July 2020

Recipient of a grant to pursue a reporting project: “Following the Bloom”
Reported on citizen science concerning algal blooms on Skaneateles Lake
Coded a website to host the five stories I wrote, to be read as “chapters”

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
Won a first place design award for The Protest Issue in AEJMC 2020

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

• AWARDS & OTHER EXPERIENCE

Society for News Design/Marshall Matlock Designer of the Year 2020
First place Design of a Single Issue Ongoing Magazine, AEJMC 2020
First place Design of a Magazine Newspaper/Spread, CMA Pinnacle Awards 2020
Second place Feature Page Design, MSUSND 2019 competition (art direction)
Third Place Website Page Design, 2021 AEJMC/BEA Southeast Colloquium Creative Contest
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), Avid4Adventure (summer 2019), and Rocky Mountain Paddle (summer 2020)