

ALANA DOWNIE

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217.649.5404

EDUCATION

Washington University in St. Louis

Sam Fox School of Design & Visual Arts
BFA in Communication Design, May 2013

Santa Reparata International School of Art

Florence, Italy, Spring 2011

EXPERIENCE

FleishmanHillard *St. Louis, MO*

Art Director, AT&T Account, September 2013–Present

Designed the 2015 AT&T Annual Report letter. Designed the AT&T Annual Enrollment and Benefits website (2016 & 2017) as well as all supporting print and digital communications. Art directed a custom employee photo shoot to use throughout widespread internal communications. Established design and fleshed out all communications for a number of corporate conferences including the annual Officers Conference. Redesigned AT&T Quarterly Earnings report and supporting pieces (2016) and redesigned espanol.att.com (2014–2015).

FleishmanHillard *St. Louis, MO*

Creative Intern, May–August 2013

Created graphics for a wide range of clients including AT&T, Emerson, Energizer, Monsanto, EA Games, City Arch River and the Saint Louis Symphony. Worked on new business pitches, spearheaded design of presentations and orientation documents for internal initiatives, and organized and lead brainstorming sessions.

St. Louis Children's Hospital *St. Louis, MO*

Art Enrichment Coordinator for Project Picasso, May 2011–2013

Managed Project Picasso, an art therapy program for pediatric Hematology/Oncology and Neurology patients that provides patients with the opportunity for expression and self-esteem building through exposure to different art techniques as well as patient-volunteer interaction by creating and engaging in art projects.

Bruno David Gallery *St. Louis, MO*

Gallery Intern, May 2011–January 2012

ACTIVITIES

AIGA St. Louis Design Show 21 Judges Panel *St. Louis, MO*

Planned and organized a panel of nationally acclaimed judges for a discussion prior to the design show opening. Spearheaded social media promotions, ticket sales and all event logistics.

AIGA *St. Louis, MO*

Officer, December 2011–May 2013

Pi Beta Phi *St. Louis, MO*

Member, 2010–2013

PUBLICATIONS

A Student's Guide to Navigating STL DesignWeek 2012

stldesignweek.com

Theaster Gates: Dry Bones and Other Parables from the North

Bruno David Gallery publications

MoPA (Museum of Pocket Art)

Bruno David Gallery publications

SKILLS

Proficient in Adobe Creative Suite: InDesign, Illustrator, Photoshop and Microsoft Office. Working knowledge of Axure, After Effects, Keynote.