

# ALLISON BENNETT

STRATEGIC DESIGNER

Check out my portfolio at [allisonbennettcreative.com](http://allisonbennettcreative.com)

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## EDUCATION & SKILLS

### UNIVERSITY OF NEBRASKA-LINCOLN

Bachelor of Arts, Graphic Design Major, Hixson-Lied College of Fine & Performing Arts, 2009  
Bachelor of Journalism, Advertising Major, Concentrations in English and Psychology,  
College of Journalism & Mass Communications, 2009

### TECHNICAL PROFICIENCY

**Expert** in Photoshop, Illustrator, InDesign, Microsoft Office. **Working knowledge** of HTML, CSS, Flash, JavaScript (jQuery). **Experienced** with Windows and Mac platforms, keep up with knowledge of web standards.

## WORK & EXPERIENCE

### UNIVERSITY OF NEBRASKA-LINCOLN EDMEDIA DEPARTMENT

Lincoln, NE

Multimedia Design Specialist, August 2013 – Present

Graphic Design Specialist, May 2012 – August 2013

- + *Conceptualize and strategically design projects from the ground up, including meeting with the client, evaluating their design needs and working with them to create a strategy that will help them achieve their goals.*
- + *Work with a wide variety of digital and print media based on client needs, including media such as websites, touchscreen displays, large format banners, brochures, posters, postcards, etc.*
- + *Collaborate with the EdMedia team of editors and designers as well as building great relationships with clients to retain their business and create high-quality end products that reflect well on EdMedia*

### AUTOMATED SYSTEMS, INC.

Lincoln, NE

In-House Graphic Designer, January 2010 – May 2012

- + *Responsible for creation and maintenance of all company graphics including redesign and HTML/CSS/JavaScript (jQuery) of their company website and mobile site, flash animation, design of their sales packets, HTML marketing emails, direct mail pieces, and any other visual design needs*
- + *Responsible for designing community bank websites, including correspondence with the client, creating the graphics, and building up HTML/CSS/JavaScript (jQuery)*
- + *Facilitated the complete rebranding of all company visuals to help create stronger brand awareness and help modernize the company*

### ARCHRIVAL YOUTH MARKETING

Lincoln, NE

Creative Intern, January 2010 – July 2010

- + *Developed creative strategies and pieces for clients such as Red Bull and State Farm including tshirts, brochures, and other media*

### UNIVERSITY OF NEBRASKA ATHLETIC DEPARTMENT

Lincoln, NE

Donor Relations Specialist, Fall 2006 – Summer 2010

- + *Designed promotional booster club fliers, event tickets, and invitations sent to financial donors of all levels*
- + *Developed strong communication skills as a main phone contact to all athletics financial donors*

### ANDERSON PARTNERS ADVERTISING

Omaha, NE

Creative Intern, Summer 2009

- + *Shadowed senior designers and assisted with conceiving, layout, and other small client design projects*
- + *Responsible for building a website – from the design to building the HTML/CSS – that summarized my internship experience*