

ALLISON BENNETT

STRATEGIC DESIGNER

Check out my portfolio at allisonbennettcreative.com

Email me at allison.bennett.creative@gmail.com

Call me at 402.990.8097

1110 Idylwild Drive
Lincoln, Nebraska 68503

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 large format banners, brochures, posters, postcards, websites, touchscreen displays, 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 graphic needs*
- + *Responsible for designing community bank websites, including correspondence with the client, creating the graphics, and 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

- + *Developed creative design strategies for clients such as Methodist Hospital*
- + *Responsible for designing a website using HTML/CSS that summarized my internship experience*