Allison Daly Graphic Designer

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Employment

Graphic Designer, Alarm.com 2018-2019

www.alarm.com

Worked in the Design Studio creating and designing smart home security product packaging and package literature (i.e., user guides and datasheets) from concept to execution.

Collaborated with marketing and other departments to ensure product packaging design layouts complied with company brand standards and production specifications.

Developed new smart home product concepts and presented ideas to company stakeholders including management and engineers.

Graphic Designer, iluma Agency 2013-2017

www.ilumaagency.com

Designed everything from logos and websites to hundreds of creative digital and print marketing deliverables for franchisee owners of top nationally recognized companies (e.g., Orangetheory Fitness, Dunkin' Brands, and more).

Collaborated and strategized with a cross-functional team of internal web developers, account managers, and digital marketing strategists on multiple projects at a time to meet tight deadlines and exceed client expectations.

Increased data collection capabilities for the company and clients by redesigning landing pages to allow potential customers to refer multiple friends and by successfully advocating and implementing innovative heatmap tracking software (Hotjar) to evaluate the design effectiveness of landing pages.

Education

UX/UI Certification, 2019 *Georgia Institute of Technology*

BFA Graphic Design, 2013 *Florida Atlantic University*

Tools

Photoshop
Illustrator
InDesign
After Effects
XD
InVision
Sketch
Word
PowerPoint
Excel
HTML5/CSS
GitHub
Bootstrap
Pen & Paper

Skills

Verbal/Written Communication
Time-management
Attention to Detail
Team Player
Independent
Creative
Typography
Color Theory
Composition
Infographics
Presentations
Advertisements
Social Media Videos/Graphics
Websites/Landing Pages
Marketing
User Experience
User Interface
Usability