

ALISON MENARD

SENIOR GRAPHIC DESIGNER

**10 YEARS
EXPERIENCE**
ADVERTISING
MARKETING
WEB DESIGN
BRANDING

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Website

www.alisonmenarddesigns.com

EDUCATION

La Roche College

Majored in Graphic Design
Pittsburgh, PA
Bachelor of Science
Graduated May 2015

Coursera

Completed UX/UI Design classes with a google
certified certificate.
Completed in 6 months

DESIGN EXPERIENCE

A3 Media

Creative Director

- Directed the design and maintenance of micro websites within A3's creative UX/UI platform, which strategically connected brands to consumers to drive sales to associated products.
- Collaborated with interdepartmental teams to create engaging billboards, targeted social media ads and traditional media works, to highlight the unique creative and data driven capabilities of A3's various teams.

November 2021 - Current

Suzanne Egan Inc.

Art Director/Graphic Designer

- Designed branded deliverables across a multitude of creative mediums that optimized target engagement.
- Fused modern marketing strategies with an expressive edge to evolve brand messaging while keeping the essence of the brand at the forefront of the design.
- Transformed client expectations into artistic initiatives while collaborating with vendors to produce time sensitive solutions while maintaining positive relationships.

July 2017 - January 2021

Ogden Directories

Graphic Designer

- Created and re-designed client websites, while under the direction of a graphic design supervisor to deliver a reliable product that was easy to interact with.
- Enhanced foundational skills through continuous on the job training to learn to better express advanced techniques associated with being a graphic designer.

January 2016 - July 2017

SKILLS

Adobe

InDesign ★★★★★☆
Photoshop ★★★★★★
Illustrator ★★★★★★
Premiere Pro ★★★★★☆
After Effects ★★★★★☆
XD ★★★★★☆
Dreamweaver ★★★★★☆

Other

Drawing ★★★★★☆
Coding ★★★★★☆
Photography ★★★★★★