

Woliver

· C R E A T I V E ·

CONTACT

Phone: (805) 448 - 4122

Email: AlisonWoliver@gmail.com

Website: www.WoliverCreative.com

EDUCATION

San Diego Portfolio Studio December 2013
Advertising & Ideation Series

The Art Institute of San Diego June 2012
Bachelor of Science, Graphic Design

- Graduated with high honors
- Received the "Outstanding Graduate Award"

SUMMARY

Passionate. Hardworking. Reliable. Experienced designer with an impressive set of skills ranging in responsive web design, illustration, and motion graphics. High level of organization to handle multiple projects. Strong interpersonal skills that thrive in a collaborative atmosphere. Works extremely well with tight deadlines while maintaining pixel perfection. Tailors designs towards specified target market to ensure maximum potential. Always ready with a creative strategy and excitement to take on whatever is presented. Constantly expanding knowledge to improve skills and understanding. Team player... eager to lead and to learn.

SKILLS

- Responsive Web Design
- Illustration
- Wire-frames
- Prototypes
- Brand Identity
- Digital Media
- Optimized Email
- UX/UI Design
- Photo Manipulation
- Iconography
- Print Production
- Animation
- Basic HTML & CSS

SOFTWARE



EXPERIENCE

Callaway Golf September 2015 – Current
Interactive Designer
Carlsbad, CA

- Designs and builds responsive web pages
- Develops infographics & animations for product releases and tour news
- Collaborates with web team & social marketing team to develop a plan strategy for maximum user engagement
- Develops wire-frames and prototypes for user experience testing
- Designs digital banner ads
- Creates After Effects animations & videos
- Manages site content

Woliver Creative July 2015 – Current
Freelance Web Designer
Carlsbad, CA

- Designs and builds responsive websites
- Integrates inventory management systems
- Designs digital banner ads
- Creates After Effects animations & videos
- Creates unique social media campaigns

Rescue Social Change Group May 2015 – September 2015
Graphic Web Designer
San Diego, CA

- Created and managed social media templates using best practices for web & mobile
- Reworked print collateral for web use
- Collaborated with ideation for FDA pitch projects

CBS August 2014 – May 2015
Interaction Designer
San Diego, CA

- Developed pixel perfect icons and action states for Eventful 2.0
- Collaborated with marketing, product, and engineering teams to develop on-site products
- Responsible for the training of Junior Designers
- Developed templates for fast project turnaround and efficient coding
- Developed external client templates to accommodate out-of-house designers
- Developed multiple layout options of dedicated emails for A/B testing
- Assisted in company wide initiative to create mobile friendly designs

Eventful February 2013 – August 2014
Junior Designer
San Diego, CA

- Worked on multiple digital media campaigns simultaneously
- Created cohesive collateral for clients using their pre-existing brand assets
- Created project mocks for marketing to pitch to potential clients

Pokki (Sweetlabs) June 2012 – September 2012
Visual Design Intern
San Diego, CA

- Developed pixel perfect icons to simulate a mobile-like app experience on your PC
- Assisted in the development of app splash screens
- Created web banners in various sizes
- Assisted in the design of app detail pages