

# Allison E. Callaway — Art Director / Designer

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- Profile** Award-winning art director with innovative ideas, great people skills and a passion for design
- Experience**
- Freelance Art Director/Designer**, Dallas, TX; February 2011 – present
- Print and web design projects for a wide range of clients, from Fossil and Neiman Marcus to advertising and public relations agencies to small businesses
- Art Director, Market Connections**, Asheville, NC; June 2009 – January 2011
- Lead designer for all print projects, including identity kits, brochures, catalogs, trade show displays, annual reports, magazine and newspaper ads, billboards, direct mail and more
  - Led team in developing database-driven and static websites for clients in tourism, real estate, the environment, recreation, politics, e-commerce, the performing arts and more
  - Supervised two junior graphic designers and supplemental freelancers
  - Art directed photo shoots with subjects including political candidates, tourism development, sports, scenery, art, lifestyle, food, medical practices and summer camps
  - Used the results of focus groups and client meetings to create corporate brand identities
  - Managed multiple, concurrent projects in different stages
  - Contributed to copy writing and editing and overall creative direction for select projects
  - Managed prepress optimization and attended press checks
  - Prepared estimates for clients and performed account service functions
  - Constantly advanced personal technical skills to expand the agency's offerings
- Graphic Designer, Triangle Transit**, Research Triangle Park, NC; May 2007 – August 2008
- Web design: designing, developing and maintaining websites and e-newsletters
  - Print design: ads, collateral, identity materials and promo items; pre-press optimization
  - Marketing: contributed to strategy and designs for rebranding, media campaigns, face-to-face marketing and events; contributed to writing and production of TV and radio commercials
- Technical Skills**
- Adobe Creative Suite 5: Illustrator, PhotoShop, InDesign, Dreamweaver, Flash, AfterEffects
  - Hand-coded CSS and HTML, Wordpress, other content management systems
  - MS Office, Google Docs & Analytics
- Additional Skills**
- Creative copy writing and editing
  - Public speaking and presentation skills – great with clients
  - Excellent time management and organizational skills
  - Collaborative team player
- Education**
- University of North Carolina at Chapel Hill**, B.A., Journalism & Mass Communication, 2007  
**University of North Carolina at Asheville**, Post-bachelor's study in Multimedia Arts & Sciences
- Awards** Gold ADDY, February 2011, Asheville chapter of American Advertising Federation