

# ALLISON WILTON

## DESIGN & PRINT MEDIA

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### OBJECTIVE

To further my skills by becoming a prominent designer supporting a dynamic team in a creative environment.

### EDUCATION

*Bachelor of Fine Arts degree, Cum Laude* | May 2008

School of Art & Design at Alfred University

Concentration | graphic design, printmaking

### EXPERIENCE | EDUCATIONAL

#### **Cohen Center for The Arts | Alfred, NY | fall 2007**

Chosen as one of ten Senior design students to work closely with the University in the creation and development of a cohesive identity system. *The Cohen Center for the Arts* is a nexus for the development of student/alumni partnerships, and also serves as a means for alumni to market and sell their art to others. My identity proposal was chosen by the University to be used for official branding purposes.

#### **P22 Type Foundry | Buffalo, NY | Design Intern | Summer 2007**

Learned the technical aspects of typography by learning to use Fontlab Studio 5. Assisted studio staff with font-related projects, and worked closely on self-promotional pieces for P22 and the Lanston Type Company.

#### **Hero Design Studio + Boutique | Buffalo, NY | Design Intern | Summer 2007**

Worked in a creative atmosphere engaging in both design and printmaking. Assisted staff with silkscreen printing gig posters and art prints. Created promo web pages for indie artists affiliated with the Coalition Of Independent Music Stores. Assisted with self-promotional projects, and worked the in-store designer toy boutique.

### EXPERIENCE | CLIENT-RELATED

#### **Hill & Knowlton | San Francisco, CA | Freelance Designer | Fall 2007-present**

Assisted a team of marketing professionals in the creation of a mockup of a social networking website for Smart Car owners. My services included web design and identity development of their marketing team.

#### **Luca LLC, San Francisco, CA | Freelance Designer | Fall 2007-Present**

Concepted and re-designed a family of five e-newsletters for the University of Richmond's Department of Alumni Relations. The newsletters were then converted to HTML and sent out to roughly 20,000 alumni annually around the globe.

#### **Sunrise Productions | Los Angeles, CA | Freelance Designer | Fall 2007**

Worked with marketing professionals on the re-branding of MediTea LLC, an herbal tea company. I re-designed the identity standards, logo, and packaging.

#### **Meetro.com | Web Designer | Summer 2007**

Assisted with the creation and promotion of the Lefora forum project under the direction of the staff at meetro.com in San Francisco. Developed design templates to be coded into open source and used as personalized forum pages.

### EXHIBITIONS

#### **Summer in the City | June 19-July 11 | Kathleen Cullen Fine Arts Gallery | Chelsea NYC**

Chosen as one of 30 students to represent the best of the best of the 2008 BFA Graduates of the School of Art & Design at Alfred University

#### **2008 Best of SUNY Art Exhibition | May 4- September 1, 2008**

Chosen to represent the Expanded Media Department of the School of Art & Design at the 2008 jurored exhibit being shown at the New York State Museum. Chosen as one of 62 artists out of a group of 200 semi-finalists.

#### **AIGA Alfred Typo | Alfred University | November 2, 2007**

Work shown focused around the unconventional use of typography. Chosen to be exhibited at TypeCon Punkt 2008 in Buffalo, NY.

### SKILLS | TECHNICAL & ARTISTIC

Adobe Creative Suite 3, QuarkXpress, Fontlab Studio 5, Scan Font, Microsoft Office X (Word, PowerPoint, Excel)

Design: Typography (Type Design & Editing), Editorial, Book, Print, Corporate Identity and Brand Development, Logos and Logotypes, Web, Creative Concepting, Production, Proofreading, Mounting and Matting, Screen Printing, Photo-Polymer Printing, Photo-Litho Printing

### HONORS & AWARDS

Typography Award | Alfred University 2008

Presidential Scholar | Alfred University 2004-2008

Dean's List | 3.75 GPA : 6 Semesters 2005-2008

Junior Functional Design Award | Alfred University 2007