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# allie rassenfoss

*Graphic Designer & Illustrator*

[www.allierassenfoss.com](http://www.allierassenfoss.com)

## SKILLS

Email Design  
Web Design  
Print Design  
Digital Design  
Collaboration Design  
Identity & Branding  
Typography  
Surface/Pattern Design  
Time Management  
Illustration  
Concept Ideation  
Hand-Lettering  
Photo Editing

## SOFTWARE

Creative Cloud  
Adobe Photoshop  
Adobe Indesign  
Adobe Illustrator  
Adobe XD  
Figma  
Microsoft Office  
Google Suite  
Procreate  
Miro

## AWARDS

SCAD Academic Scholarship  
SCAD Honors Scholarship  
SCAD Achievement Scholarship  
SCAD Swimming Scholarship  
NAIA National Champion  
2x NAIA Team Champion  
NAIA All-American

## EDUCATION

Savannah College of Art and Design (SCAD)  
Graduation: March 2022  
Bachelor of Fine Arts: Graphic Design  
Double Minor: Surface Design & Publication Design  
GPA: 3.8 | Dean's List

## WORK EXPERIENCE

### Graphic Designer

VERA BRADLEY | June 2022 - Present

Developing diverse marketing materials such as website assets, emails, signage, and paid media. Expertise in email design and collaboration campaigns with brands like Disney, Star Wars, and Sanrio. Assisting the art director and creative team in crafting assets to attract and retain shoppers.

### Concept Design Intern

JOANN | May 2021 - August 2021

Collaborating closely with managers, creative directors, and interdisciplinary teams to execute assets tailored for various advertising channels including print and digital platforms. Supporting social media engagement by crafting captivating graphic and illustrative content to captivate consumers.

### Allie Rassenfoss Design

FREELANCE | May 2018 - Present

Producing digital and traditional artwork for a variety of clients. Effectively conveying ideas visually to ensure messages are memorable, impactful, and aesthetically pleasing.

### Swim Lesson Instructor

FAMILY ACTIVITY CENTER | July 2015 - February 2021

Planning, scheduling, and conducting swimming and water safety classes for a wide spectrum of participants. Adjusting lessons to individual abilities, focusing on age-appropriate skills. Dynamically adapting to ensure effective learning, fostering a safe and enjoyable aquatic experience for all involved.