



ALISON WORTHINGTON
GRAPHIC DESIGN

APPROACH

THOUGHTFUL CONCEPTS MAKE
LIGHT WORK

My perception is altered by everyone and everything in which I come into contact. With a background in fine arts, my work is influenced by my audience. I believe that strong ideas formed at the beginning create an effective process and an easily understood product.

EXPERIENCE

KEAST & HOOD

Design & Marketing Coordinator
June 2013 - Present
PHILADELPHIA, PA

RUTGERS UNIVERSITY

Freelance Designer
December 2013 - Present
NEW BRUNSWICK, NJ

FOREVER COLLECTIBLES, LLC.

Production Design Intern
September 2012 - January 2013
EDISON, NJ

ADDITIONAL FREELANCE

Helping small start-ups and individuals to fulfill their dreams: NKB Enterprises, Pete Checchia Photography, 4 Boys Bakery, Neighborhood Crawl, Handmade by Casey, 1901 Group, RJais Salon, Streatcorner

VOLUNTEER

AIGA Philadelphia
2016 AIA National Convention
Society for Marketing Professional Services
The Rutgers Review

AWARDS

SMPS MARKETING
COMMUNICATION AWARDS

Nationally and locally recognized campaigns:
Gift box July 2014
Web redesign and podcast July 2015

GO GAGA FOR DANCE

Title sequence animation aired on NJTV
October 2012

NEW BRUNSWICK COMMUNITY FOOD ALLIANCE

Identity system for a non-profit
April 2012
NEW BRUNSWICK, NJ

SKILLS

Adobe Creative Suite, Typography, Layout, Illustration, Print Production, Microsoft Office Suite, Project Management, Content Writing, Professional Communication, Basic HTML and CSS, Website Management, Squarespace, Social Media, Hootsuite

EDUCATION

RUTGERS UNIVERSITY

Mason Gross School of the Arts
BFA Graphic Design + Art History minor
Cum Laude
Thesis: raised \$1500 for local charity
September 2009 - May 2013
NEW BRUNSWICK, NJ

SUMMER ABROAD PROGRAM

Art and Architectural History
May - July 2011
ROME, ITALY