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# ALLISON GELLNER : : GRAPHIC DESIGN

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## PHONE

214.732.4742

## ADDRESS

2440 Columbine Street  
Denver, CO 80210

## WEBSITE

allisongellner.com

## EMAIL

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## SOFTWARE SKILLS

### PROFICIENT:

- Adobe CS6
- Adobe Acrobat Pro
- Microsoft Office Suite
- Wordpress

### WORKING:

- Dreamweaver
- HTML & CSS
- Mobile Design

## NETWORKS

DSVC, AIGA Dallas  
Friends of the Katy Trail

## ACTIVITIES

Ronald McDonald House  
Dallas / Volunteer

2011 Change is Good /  
Volunteer

2011 Big D Marathon  
Dallas / Participant

2010 Lone Star Triathlon /  
Participant

## EDUCATION

### MASTER OF ARTS / Creative Practices in Cultural Institutions

University of Westminster / London, England • September/08 - September/09

### BACHELOR OF FINE ARTS / Graphic Design • Architecture Minor • Magna Cum Laude

Texas Tech University / Lubbock, Texas • August/00 - May/05

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## EXPERIENCE

### ASSOCIATE CREATIVE DIRECTOR / Travelocity.com • Southlake, Texas • February/12 - Present

Creative approval for highest grossing interactive ad placements. Collaborate with internal clients to drive online bookings in Agile editing environment. Daily updates to site promotional pages. Tasked with transitioning site to new CMS. Also redesigned Social Media presence on all platforms, currently redesigning Travelocity's Blog.

### GRAPHIC DESIGNER / Baylor Health Care System • Dallas, Texas • October/09 - January /12

Sole in-house designer for DFW's largest hospital. Daily responsibilities include: print collateral development, photo and video art direction and evaluating effective service line marketing. Significant on-press experience. Developed a company Brand Guide 2010 to ensure consistency and enhance ROI on all collateral. Lead designer for annual campaigns.

### GRAPHIC DESIGNER / ClubCorp USA • Dallas, TX • March/06 - September/08

Designed print collateral for travel & leisure industry. Brand development of ClubCorp Charity Classic, a national charity campaign. Lead designer for Signature Gold, the company's highest grossing membership upgrade program. Implemented redesign of monthly publications, producing over 120 pages per month. Advertisement & website copy writing.

### PRODUCTION ARTIST / eSports Partners Inc. • Coppell, TX • June/05 - February/06

Production based e-Commerce environment. Generated weekly Flash and static banner ads for NFL retail websites. Executed photo shoots of new products to improve online sales and traffic. Chief designer for Miami Dolphins Pro Shop: logo, POS, storefront & product fixtures. Concept and design of seasonal merchandise catalogs within a strict production budget.

## AWARDS

2008 American in-House Design Winner / 50 Things to Do This Summer Campaign  
2007 American In-House Design Winner / Egg Hunt Poster • Jewels and Jeans Poster

**REFERENCES** available on request.