



Allison Baldi

Digital Media Designer

Avon, OH
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EXPERIENCE

Communication Specialist, Things Remembered

Temporary Placement via Robert Half Staffing Agency

Highland Heights, OH — Feb 2017 to Present

- Updated the Visual Merchandising Guide to be more visually appealing and efficient. Achieved this by creating a database of new icons, InDesign templates, Excel templates, and automated photoshop actions.

Digital Media Designer, Freelance

Avon, OH — Jan 2015 to Present

- Produce photo real images for clients with a high focus on matching brand standards and goals. Can also provide animation, image retouching, and training.
- Clients: TRG Reality, Anthony Thomas Advertising.

Image Designer, TTI Floorcare

Glenwillow, OH — Jan 2013 to May 2016

- Set standards and procedures for the CGI Team as the first Image Designer employed by the company. Optimized commonly used files such as material libraries, textures, scripts, scenes, and 3D models and created a database of these files.
- Supplied hundreds of digital assets for product campaigns including animated features, 360° rotations, carton artwork, product images, and lifestyle imagery.

CGI Specialist, TRG Reality

Cleveland, OH — Aug 2007 to Jan 2013

- Quickly adapted to new software and used it to optimize our render process for a project that involved hundreds of renders. Taught this process to the team and developed a workflow for completing the project on time.
- Rendered a diverse range of products for many clients of the studio including Nike, Moen, and Wired magazine. Experienced in a variety of products and materials.

EDUCATION

College for Creative Studies

Bachelor of Fine Arts — Sep 2003 to May 2007

SKILLS

- Organization and optimization.
- Photorealistic 3D rendering.
- Researching ideas and learning new skills.
- Animation.
- Page layout.