

# ALISON YARD MEDLAND

alisonyard.com  
alisonym@gmail.com  
302.331.8177

## EXPERIENCE

### Design Consultant

Independent *Sep 2017 - Present*

Design & Strategy Leader helping brands connect with people through meaningful design. My work lives at the intersection of visual communication, experience, product, and brand strategy. My process embraces a human-centered approach rooted in Design Thinking.

### Design Lead

IDEO *2013 - 2017*

Global design and innovation consultancy - Leading projects through vision setting, communication strategy, go-to-market strategy, brand innovation, user experience, product design, iterative prototyping, piloting, identity design, packaging design, human-centered design, user research, client engagement, business development

### Creative Lead

Avenue *2012 - 2013*

Chicago based B2B strategy and design agency - Oversaw concept development, execution and unity across broad brand touch points, go-to-market strategy, B2B marketing strategy, campaign development, print design, product design, interaction design, team leadership, client engagement

### Art Director

Pappas Group *2010 - 2012*

DC based full-service creative and digital agency - Led concept development, execution and unity across broad brand touch points, marketing strategy, campaign development, photo shoot direction, print design, product design, interaction design, identity design, client engagement, business development

### Associate Art Director

Discovery Channel *2007 - 2010*

Leading cable television network - Developed and executed multi-channel creative campaigns across Discovery Channel's portfolio of networks, marketing strategy, campaign development, photo shoot direction, print design, on-air, identity design, digital media, client engagement

### Designer

Gilah Press + Design *2006 - 2007*

Baltimore based boutique graphic design and letterpress studio - Designed and executed custom print materials, identity design, product portfolio development, production and process coordination, retailer engagement, inventory management

## EDUCATION

### BFA Visual Communication

University of Delaware *2001 - 2006*  
Focus *Graphic Design & Advertising*  
Minors *Art History, Material Culture*

### London Design Intensive

University of Delaware *Summer 2005*

Reference available upon request

## EXPERTISE

Brand Strategy & Development  
Communication Strategy  
Design Thinking  
Innovation  
Project Leadership  
Creative Direction  
Art Direction  
Product Design  
Experience Design  
Venture Design  
Interaction Design  
Graphic Design  
Identity Design  
Print  
Digital

## SELECT CLIENT EXPERIENCE

African Wildlife Foundation  
American Express  
AOL  
Bertolli  
Carnival Cruise Line  
Cars.com  
Center for Healthy Minds  
Chicago Magazine  
Discovery Channel  
Ford  
Lowe's  
PepsiCo  
Rosetta Stone  
TLC  
University of Wisconsin