

# ALISON YARD MEDLAND

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## EXPERIENCE

### Design & Strategy Leader

Independent *Sep 2017 - Present*

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

### Design Lead

IDEO *2013 - 2017*

Global design and innovation consultancy - Led multi-disciplinary project teams through the Design Thinking process to develop strategic and innovative products, services, and experiences across a variety of industries and brands—from education, finance, and food to healthcare, social good, and philanthropy.

### Creative Lead

Avenue *2012 - 2013*

Chicago based B2B strategy and design agency - Led key creative accounts in brand and marketing strategy, concept development, execution, and unity across diverse brand touch points including traditional advertising, product design, user experience, service design, and business road-mapping.

### Art Director

Pappas Group *2010 - 2012*

DC based full-service creative and digital agency - Led visual communication strategy, campaign development and execution for a variety of clients across diverse brand touch points including traditional advertising, product design, user experience, and identity design.

### Associate Art Director

Discovery Channel *2007 - 2010*

Global cable television network - Developed and executed multi-channel, strategic marketing campaigns across Discovery Channel's portfolio of networks, including traditional advertising, digital advertising, experience design, and brand identity.

### Designer

Gilah Press + Design *2006 - 2007*

Baltimore based boutique graphic design and letterpress studio - Designed and executed custom print materials for individual and wholesale customers, leading visual design and supporting production, process coordination, and 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  
Insight Development  
Design Thinking  
Innovation  
Project Leadership  
Human-centered Design Research  
Creative Direction  
Brand Identity  
Visual Design  
Product Design  
Experience Design  
Interaction Design  
Service Design  
Venture Design

## 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  
Sidewalk Labs, Alphabet  
Tiffany & Co.