

ALISON POWERS

visual design (web) • graphic design • branding • social media

-  JACKSONVILLE, FLORIDA
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-  THEOTHERAP.COM/PORTFOLIO

SPECIALTIES

Visual Design	Branding
Layout Design	Social Media
Graphic Design	Infographics
Typography	Copyediting

SKILLS

Software Proficiency

Adobe InDesign	98%
Adobe Photoshop	96%
Adobe Illustrator	95%
Adobe XD	86%
Adobe Dreamweaver	82%
Adobe Lightroom	76%

HONORS + AWARDS

- **Let's Move Child Care!** website, selected for project team for the child care branch Michelle Obama's initiative, 2011
- **First Place**, Florida Press Club, Features page design, The Florida Times-Union, 2010
- **Bachelor's Degree in Journalism (newspaper design)**, University of Missouri-Columbia, May 2007

SUMMARY OF QUALIFICATIONS

Design professional for nearly 10 years in print and digital media including online branding, communications and social media. Highly skilled at promoting desktop, mobile, and responsive designs that exemplify user experience best practices. Strong organizational skills, exquisite attention to detail and a passionate creative thinker.

PROFESSIONAL EXPERIENCE

 NEMOURS CHILDREN'S HEALTH SYSTEM April 2011 to Jan. 2017

Senior Visual Designer

- Created visual design prototypes and ideas for external, internal and third-party websites totaling more than 270,400 monthly visitors using **Adobe XD, Photoshop, Illustrator** and **InDesign (Adobe CS5, CS6, all versions)**
- Collaborated with developers to deliver captivating branding solutions using **HTML, CSS, Dreamweaver, Photoshop** and **InDesign**
- Used **Adobe XD** to bring **responsive design** projects from ideas to final presentation across **Mac, Windows (PC), tablet, Android** and **iOS** platforms

 THE FLORIDA TIMES-UNION Nov. 2007 to March 2011

Layout Designer

- Created thought-provoking print designs for sports and entertainment special sections using **Adobe InDesign, Photoshop** and **Illustrator**
- Developed high-impact layouts and graphics for news and sports sections on tight deadlines using **Adobe InDesign** and **Photoshop**
- Collaborated with content editors, photographers and press runners to create design solutions with complex **visual storytelling**

 COMMUNITY NUTCRACKER 2009 to present

Graphic Designer

- Create branded designs for posters, apparel, advertisements as well as internal and external communication using **Adobe InDesign, Photoshop** and **Illustrator**

OTHER EXPERIENCE

 THE JACKSONVILLE JAGUARS April 2015 to present

The ROAR of the Jaguars Dancer/cheerleader and community ambassador. Enhance game day experience, performing at home games. Create memorable experiences through football, dance and fun for local businesses, students and military as well as fans in the U.K. as part of the **NFL International Series**