

ALANNA WOODFORD

GRAPHIC DESIGNER

CONTACT

Alannawoodford.com
Woodforda4@gmail.com
Boston, MA

PROFILE

Experienced graphic designer proficient in Adobe Creative Suite with a passion for delivering compelling visual solutions. Skilled at translating client concepts into dynamic designs, I bring creativity, attention to detail, and a collaborative mindset to every project. Skilled in branding, typography, and page layout, I am committed to producing high-quality work that exceeds client expectations.

SKILLS

Brand Identity Development
Page Layout
Product Design
Typography
Print Production
Market Research
Collaboration

TOOLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe XD
Microsoft Office Suite

EDUCATION

Sacred Heart University
B.S. in Graphic Design
Fairfield, CT

EXPERIENCE

PIXELS 360 | GRAPHIC DESIGNER

2021-Present

- Worked with a team of designers in conceptualizing, designing, and executing brand identities, marketing collateral, and advertising campaigns for diverse clients.
- Spearheaded the design and implementation of impactful tradeshow booths and event materials, ensuring alignment with client objectives and brand guidelines.
- Developed visually compelling infographics to effectively communicate complex information and data to target audiences.
- Actively involved in marketing efforts for Pixels 360, contributing to design work, promotions, and marketing pieces.
- Successfully managed multiple projects simultaneously, ensuring adherence to deadlines and quality standards.
- Cultivated strong relationships with clients through effective communication, project updates, and participation in meetings.

T3 EXPO | GRAPHIC DESIGNER

2019-2020

- Collaborated closely with clients to understand their specific needs and objectives for conferences, trade shows, and corporate events.
- Designed and executed large format 3D signage, graphics, and exhibits tailored to each client's brand identity and event requirements.
- Developed innovative solutions that catered to a diverse range of clients, from small startups to industry giants like Amazon and Salesforce.
- Ensured that all designs were visually compelling, informative, and aligned with the client's messaging and branding guidelines.

RUSTIC MARLIN DESIGNS | SENIOR DESIGNER

2016-2019

- Conceptualized, developed, and launched a successful licensed sports brand, demonstrating expertise in brand creation and management.
- Spearheaded the creation of new collections, proposals, and catalogs for clients, customers, and accounts, showcasing strong creative and strategic abilities.
- Provided guidance and delegated tasks to fellow designers and interns, leveraging insights to ensure the success of all projects.
- Designed marketing materials for various platforms including social media, email, web, and blog, resulting in increased sales and brand visibility.
- Oversaw the day-to-day tasks and projects of designers and interns, fostering a collaborative and productive work environment.

THE J. JILL GROUP | CREATIVE ASSISTANT

May 2015- October 2015

- Supported the Photography Producer in coordinating, and preparing for photoshoots.
- Arranging photographers for in-store and on-site shoots.
- Facilitating the booking of models for print, web, and marketing photoshoots.

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