allison carlin
designs

CONTACT

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🌐 acarlindesigns.com

in Full Resume

TECHNICAL SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Dreamweaver
Adobe Premiere Pro
HTML/CSS
Figma
Invision/Sketch
Bootstrap Studio

EDUCATION

2014
George Mason University
Fairfax, VA
Bachelor of Arts
Art and Visual Technology

Concentration: Graphic Design
Minor: Information Technology

2018
General Assembly
Washington D.C.
User Experience Design

INTERESTS

Exercise | Traveling | Cooking |
Reading | Photography

OVERVIEW

Creative design professional successful at accomplishing clear communication and branding while attaining a clean and consistent aesthetic. I have worked with corporations, non-profits, and start-ups to create a broad scope of collateral and interactive materials.

WORK EXPERIENCE

Product Designer | 04.2022 - Present
Stanley Martin Homes, LLC

· Led end-to-end UI/UX design projects for web applications, enhancing user satisfaction and streamlining internal processes
· Designed wireframes, mockups, and prototypes for internal applications, facilitating user testing and iterative improvements.
· Collaborated with internal teams to gather and refine requirements, translating them into effective and user-centered design solutions.
· Worked closely with developers to ensure design feasibility, adherence to design standards, and seamless implementation.
· Documented design guidelines and best practices for internal applications to maintain consistency and guide future projects.
· Iterated on designs based on user testing results and evolving business needs, continually improving the user experience.
· Maintained and updated the design system to streamline design processes and ensure uniformity across digital platforms.
· Coordinated with developers, content creators, and SEO specialists to implement designs and ensure technical feasibility and optimal performance.

Senior Graphic Designer | 01.2019 - 04.2022
Marketing Graphic Designer | 11.2015 - 12.2018
Stanley Martin Homes, LLC

· Creation and execution of design concepts while maintaining visual appearance, usability, and brand continuity
· Design and continuously test the user interface and experience for sales offices interactive kiosks
· Creation and editing of marketing emails using HTML & Pardot
· Production of printed and online collateral and advertising materials
· Creation of digital assets such as banner ads, website assets, billboards

Graphic Design Consulting Positions | 01.2015 - 01.2016
FINCA Organization: Fighting Poverty with Financial Inclusion
International Child Art Foundation, Visionary Consulting, Radio Show

· Implementing design elements to effectively communicate market research
· Creating original company logos, promotional and marketing material
· Explaining and collaborating design concepts and ideas with clients