ALISON POWERS

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

Jacksonville, Florida

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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.

## 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%

## PROFESSIONAL EXPERIENCE

Nemours Children's Health System April 2011 to Jan. 2017

Senior Visual Designer

UI/UX/visual designer, information architect and brand ambassador for Nemours.org and partner sites as part of the Nemours Marketing & Communications web design team.

* 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

Nemours Children’s Health System is a nonprofit organization providing pediatric hospital, primary, and specialty care in Delaware/Greater Philadelphia and Florida.

**Key Environments:** Adobe XD, Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver, Adobe CS5, Adobe CS6, HTML, CSS, Mac, Windows (PC), tablet, Android, iOS

The Florida Times-Union Nov. 2007 to March 2011

Layout Designer

Page designer for news, features, sports, and business sections of The Florida Times-Union and for the weekly entertainment section, Jack.

* 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**

The Florida Times-Union is the daily newspaper in Jacksonville, Florida and the largest news organization in North Florida.

**Key Environments:** Adobe InDesign, Adobe Photoshop, Adobe Illustrator

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**

The Community Nutcracker is the only nonprofit, volunteer-run organization in Jacksonville, FL that offers a portion of its proceeds to local charitable agencies like Dreams Come True with each performance.

**Key Environments:** Adobe InDesign, Adobe Photoshop, Adobe Illustrator

## Other experience

The Jacksonville Jaguars April 2015 to present

**The ROAR of the Jaguars**

The ROAR of the Jaguars dancer/cheerleader and community ambassador for the local NFL team.

* 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**

The ROAR of the Jaguars is the cheerleading/dance team for the Jacksonville Jaguars, the NFL team in Jacksonville, Florida.

## Education

## University of Missouri-Columbia May 2007

Bachelor’s Degree in Journalism (Newspaper Design)

The Missouri School of Journalism. Minor in Art History.

## 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
* Designer of the Year, Morris Publishing Group, Excellence Award, The Florida Times-Union, 2009

## Interests

Ballet • Musical Theatre • Football • International Travel