

Amy Allaire

P.O. Box 2, South Easton, MA 02375

design@amyallaire.com | www.amyallaire.com

I have over seven years experience in graphic design working with an in-house design team and on independent contracts. I have designed and built websites, produced award winning magazines and brought new brands to life. I have completed event design that brought Gordon College recognition from prospective students and donors alike. I have worked directly with the president of Gordon College on external communications that brought pride for our institution and internal communications that encouraged community among the faculty and staff. You can find samples of my work at www.amyharrell.org.

RELATED WORK EXPERIENCE—FULL-TIME

Gordon College Design Center, Wenham, Massachusetts | November 2007–January 2014

- Met with different departments on campus and produced interesting and fresh design solutions for each of these clients while working within the well-established brand standards.
- Created both printed and digital designs to fill the needs of clients within the college.
- Oversaw large projects from inception to completion including paper choices and press checks.
- Working with a wide variety of photographers and vendors to create on-brand imagery, signs, displays and giveaways.
- Assisted in mapping our design process and finding ways in which the established process could be improved.
- Tested new software for editing and job tracking.
- Revamped our HTML email process and designs.

Illustrated Alaskan Moose (Now known as Envisual), Columbus, Ohio | June–August 2005

- Assisted with illustrations, mock-ups for presenting work to the client as a Graphic Design Intern.
- Offered design and concept ideas.
- Started organizing backup files for easier access.

RELATED WORK EXPERIENCE—CONTRACT WORK

Overseed, Inc., Rowley, Massachusetts | January 2009–Present

- Developed a brand and identity for a new non-profit organization as well as promotional pieces as needed.
- Helped to develop and design promotional material and displays for a national conference.

Faithful and Welcoming Churches of the UCC | January–October 2011

- Designed logo and identity for a subgroup within the United Church of Christ.
- Developed promotional pieces for the national gathering within the UCC.

Di Valore Hair Salon and Day Spa, Beverly, Massachusetts | December 2010–July 2011

- Redesign and coded a new website for the client.
- Helped client choose and organize content for their website.
- Selected stock photography and designed icons that were representative of the work they do.

Mode Merr—Rochester, New Hampshire | September–November 2010

- Designed fashion flats for website.
- Developed a system for showing seams, textiles and the pattern so clients could make purchases more confidently.

MacLeathe Preservation Group, Wenham, Massachusetts | January–June 2008

- Designed logo and stationary suite for start-up business.
- Created visuals that appropriately spoke to the founder's specific purpose and intended audience.

Stone Digital Productions, Beverly, Massachusetts | February–April 2008

- Redesign and coded a new website for the client.
- Illustrated map and icons for ease of use.
- Cooperative design work with Justin Gagne, web designer.

Mike Cranney, Beverly, Massachusetts | November 2007–March 2008

- Finished production work for DiValore Hair Salon and Day Spa as well as DayDreams Day Spa.
- Worked from existing brochure to improved readability and visual appeal through new fonts and layout while keeping the overall brand recognition.
- Produced brochure with a quick turnaround.

Gordon College Return Design, Wenham, Massachusetts | August–December 2005

- Graphic Design Intern
- Aided in brainstorming and development of Gordon College's new logo and identity.
- Cooperative work with other interns and the Gordon College Design Center.

Gordon College, Wenham, Massachusetts | October 2005

- Designed the official Gordon College Map.
- Competed with six students to develop the selected map.
- Focused on usability and visual appeal.

Cornerstone, Columbus, Ohio | July–September 2005

- Designed logo and stationary suite for this branch of Foundations for Energy.
- Worked within clients minimal parameters.

EDUCATION

Bachelor of Arts in Art. Concentration in Graphic Design.
Gordon College, Wenham, Massachusetts May 2007

TECHNICAL SKILLS

Proficient in both Macintosh and PC Platforms
Adobe Creative Suite: Photoshop, Illustrator, InDesign, Bridge, and Dreamweaver
Web design including HTML, CSS and some Javascript