



ALLISON NOVELLA

GRAPHIC DESIGNER

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🔗 allisonnovella.com

SUMMARY

Focused, reliable and detail-oriented designer with a passion for creativity; especially in typography and hand lettering. In search of a full-time career in the advertising industry.

EDUCATION

Western Connecticut State University (WCSU)

2016–2020

Bachelor of Arts — Graphic Design
Honors: *magna cum laude*

SKILLS

Adobe Creative Cloud
Hand Lettering
HTML/CSS
Jira
Microsoft Office
Photo Manipulation
Slack
WiX/WordPress

INVOLVEMENT

AIGA Connecticut

2019–Present | Member

WCSU Prisma Fine Art Club

2018–2020 | Vice President

Westconn Dance Team

2016–2020 | Dancer

2018–2020 | Captain

2020–Present | Assistant Coach

SOCIAL MEDIA

📷 @allydoodlesdesigns

in linkedin.com/in/allisonnovella

EXPERIENCE

Nickelodeon — Remote

2021–Present | Freelance Junior Designer

Create digital content tiles and key art visuals for streaming services and online video platforms primarily for Nick and Nick Jr shows.

Scholastic — Remote

2021–Present | Freelance Graphic Designer

Develop and produce refreshing design concepts to present to the digital marketing team while recognizing brand identity.

Freelance — Danbury, CT

2020–Present | Logo Designer

Create logo designs using Adobe CC to assist clients in building their online presence, especially on social media platforms.

Western Connecticut State University (WCSU) — Danbury, CT

- **Department of Psychology — Danbury, CT**

2019–2020 | Logo and Website Designer

Designed a logo and website for WCSU's Relationship Research Lab using Adobe Illustrator and WordPress.

- **University Publications and Design — Danbury, CT**

2018–2020 | Junior Graphic Designer

Increased student/community involvement by developing and designing marketing materials using Adobe CC (Photoshop, Illustrator, InDesign and After Effects).

Raised ticket sales by conceiving, developing, and producing visual persuasions.

Streamlined workflow and enhance teamwork through open collaboration and close listening with clients.

Epsilon — Wilton, CT

Summer 2019 | Art Director Intern

Supported the creative teams in the implementation of design for client deliverables utilizing Adobe CC (Photoshop, Illustrator and After Effects).

Helped increase engagement and gain great public relations with online brand development and social media campaigns; presented ideas and marketing solutions to the creative teams representing the following companies:

Mead Five Star	Henkel
Family Dollar	Pernod Ricard
McDonald's	PurePoint Financial
Nestlé Skin	