

# ALISON DONAGHY

GRAPHIC DESIGNER

## PROFILE

Results-driven student pursuing an advertising degree with excellent graphic design skills. Reliable and proficient in Adobe Creative Cloud. Articulate communicator and hardworking team player with excellent planning and problem-solving abilities.

## CONTACT

### Phone

515.689.2429

### Email

alisonr.dona@gmail.com

### Portfolio Site

alisondonaghy.com

## EDUCATION

### B.A. in Advertising

Iowa State University - Ames, IA

Anticipated Graduation in May 2021

### Graphic Design Certificate

Des Moines Area Community College - Ankeny, IA

May 2017

### Dowling Catholic High School

May 2017

- 3.75 GPA; Presidential Honor Roll
- Technology Department Award; awarded at graduation
- Silver Service Cord; devoted and recorded 300+ hours of community service

## ACHIEVEMENTS

### National Finalist

Washington Media Scholars Case Competition

Spring 2020

- Achieved top 6 ranking in nationwide media campaign competition.
- Created an in-depth strategic media plan for based on a hypothetical public policy issue.
- Used real world data to create a media plan that effectively reached the target audience.

### National Semi-Finalist

Washington Media Scholars Case Competition

Spring 2019

- Achieved top 30 ranking in nationwide media campaign competition.

### Media of Grace Magazine

Spring 2018

- Designed, wrote and published an original art-based magazine.
- Created all original art using a variety of media. Designed original layout.
- Researched and wrote each biographical article.

### 3rd Place Art Portfolio

Iowa High School All-State Portfolio Review

Spring 2017

- Ranked 3rd place individual and a member of the 1st place team for art portfolio consisting of 10 art pieces.
- Competed against high school junior and senior students across Iowa.

## PROFICIENCIES

### Adobe Creative Cloud:

- Photoshop
- Illustrator
- InDesign
- InCopy
- Premiere Pro

### Google AdWords Certified

### Web: HTML & CSS

### AP Style

### Microsoft Office

### Corel

## SKILLS

- Graphic Design
- Social Media
- Writing & Copy-editing
- Creative Thinking
- Problem Solving
- Data Visualization
- UX Design

## EXPERIENCE

### Graphic Designer / Administrative Assistant

*Iles Funeral Homes - Des Moines, IA*

**August 2019 - February 2020**

- Designed and printed personalized print materials for upcoming memorial services for 6 funeral homes, i.e. brochures, candles, register books, thank you notes and more.
- Answered incoming calls on multi-line telephone system.
- Organized scheduling and communications between funeral directors, staff and families while working on a strict deadlines.
- Trained my replacement in graphic design processes, design programs and business practices.

### Graphic Designer

*Iowa State Daily Media Group - Ames, IA*

**August 2018 - May 2019**

- Collaborated with graphic artists, editors and writers to produce daily newspaper following Iowa State Daily newspaper design rules and standards.
- Used computer software to develop charts, graphs, illustrations and design newspaper visuals.
- Conferred with advertising team to develop in-house print and digital advertisements.

### Hostess

*Miyabi 9 Japanese Restaurant - Des Moines, IA*

**Summer 2018**

### Teaching Assistant

*Iowa State University - Ames, IA*

**Spring 2018**

- Student Classroom Aid for Designing Digital Communication course.
- Oversaw and advised students with Adobe Photoshop, Illustrator and InDesign.
- Assisted the professor with attendance and class organization.

### Sales Associate

*RAYGUN - Des Moines, IA*

**June 2016 - August 2019**

- Team member at local T-shirt shop
- Built and maintained effective relationships with peers and upper management to drive team success toward common sales, service and operational goals.
- Designed and deployed new display ideas to improve accessibility to merchandise.
- Performed floor moves, merchandising, display maintenance and housekeeping to keep sales areas well-stocked, organized and current.
- Recommended optimal merchandise based on customer needs and desires.
- Answered incoming telephone calls to provide information about products, services, store hours, policies and promotions.