

# ALLISON MCKENNA

Kalamazoo, Michigan 49008  
269.808.3603 · allielune@gmail.com · allielunedesign.com

## QUALIFICATIONS SUMMARY

---

Highly talented and organized **User Interface, User Experience, and Visual Designer** with background implementing complex projects and initiatives in support of company and client goals.

*Related skills and experience include:*

- **Creative Design:** Skilled creative who understands the bigger picture of creative storytelling. Expert in Adobe InDesign, Photoshop, and Illustrator with exposure to AfterEffects and Premiere Pro. Known to deliver unique and innovative designs rooted in strategic marketing and human emotion.
- **UX/UI Design:** Designer well-versed in user-centered design. Experienced in HTML, CSS, with design proficiency with Adobe XD and Miro for user-flow diagramming, creation of wireframes, product prototyping, and WordPress for website development. Skilled in collaborating with developers to deliver fine-tuned products.
- **Project Management:** Extensive history managing multiple projects at once in an agency setting with track record of delivering completed projects efficiently. Experience with project management technologies including Trello, Bit Bucket, Dropbox, and Google Drive. Experience working with cross-functional team utilizing Agile methodology.
- **Achievements/Strengths:** Design leadership and a team player; motivated to complete projects on time and on budget with little room for error or timeline deviation. Passionate learner with desire to perfect new skills, methodologies, and programs.

## EDUCATIONAL BACKGROUND

---

### **Associates Degree in Graphic Design**

Kalamazoo Valley Community College, Kalamazoo, Michigan

### **Associates Degree in Web Design and Development**

Kalamazoo Valley Community College, Kalamazoo, Michigan

### **Master of Science in Biological Sciences**

Western Michigan University, Kalamazoo, Michigan

### **Bachelor of Arts in Biological Sciences, Chemistry, and Art**

Western Michigan University, Kalamazoo, Michigan

## PROFESSIONAL EXPERIENCE

---

**Art Director**, 01/2022 to present

*Related Skills:* Design Strategy, Design Management, UI/UX Design, Adobe Creative Suite (InDesign, Photoshop, Illustrator, XD, Dreamweaver), Design Thinking, Agile/Sprint Project management; Concept Development, Branding, Research, Print Design, Promotional Design, Brand Development, CMS (WordPress, Craft, October), HTML/CSS

Work closely with account management teams to bolster marketing efforts for business-to-business industries and non-profit organizations by implementing strategic creative products. Responsible for Ideation and creation of high-

*Continued...*

## ALLISON MCKENNA – Page 2

end design concepts and presenting design systems that communicate branding and messaging that inform and inspire users. Direction of graphic designers and print-production artists to deliver high-quality design concepts to be utilized across all forms of print and digital media.

UI/UX design – understand design KPIs, construct user flow maps, utilize user personas, create wireframes, and direct content and work closely with UX Specialist to create engaging, interface designs and work closely with web developer to deliver website features. Have a strong understanding of HTML, CSS, and the ability to translate designs to a developer. Research and development of new products, such as a new content management system for website design, design.

Refine and bolster branding practices that supports a varied clientele and deliver creative campaigns to enhance brand awareness and messaging. Managing brand communication for multiple clients ranging from 10-15 clients at any given time.

- Assist the goals of over 40 clients while maintaining a positive review rating above 97%.
- Participate in agile methodology practices within the creative and web teams to aid in efficiency within the group to help make the creative aspect of the business more profitable.
- Creation of award-winning brand strategies, digital media campaigns, and website designs through collaborative brainstorming and ideation.
- Expanded knowledge of UI/UX design practices through regular attendance of third-party education and is certified in Interface Design Patterns UX Design through Smashing Conferences with Vitaly Friedman.
- Monitor design trends and participate in research and development of new marketing product offerings for clients.

### LKF MARKETING

**Graphic and UI Designer**, 04/2018 to 01/2022

*Related Skills:* Graphic Design, UI/UX Design; Adobe Creative Suite (InDesign, Photoshop, Illustrator, XD, Dreamweaver), Design Thinking, Concept Development, Branding, Research, Print Design, Promotional Design, Logo Development, WordPress, HTML/CSS

Work closely with account management teams to bolster marketing efforts for business-to-business industries and non-profit organizations by implementing strategic creative products. Delivery of high quality print and digital designs to be utilized across all forms of print and digital media. Development of rebranding campaign for LKF Marketing to celebrate the 30th anniversary. Refine and bolster branding practices that supports a varied clientele and deliver creative campaigns to enhance brand awareness and messaging. Helped lead a creative design team, managing multiple projects, researching and developing new products such as a new content management system for customizable website design. Developed standard design process for digital asset production and assisted in refinement, enhancement, and maintenance of LKF Marketing's design process and standard practices.

- Assisted the goals of over 35 clients in 4 years while maintaining a positive review rating above 97%.
- Established agile methodology practices within the creative team to aid in efficiency within the group to ultimately help make the creative aspect of the business more profitable.
- Created award-winning brand and website designs through collaborative brainstorming and ideation.
- Expanded knowledge of UI and UX design best-practices, Design Thinking design processes, and accessibility.

ALLIELUNE DESIGN — Kalamazoo, Michigan

**Independent Freelance UX/UI and Visual Designer**, 04/2015 to Present

*Related Skills:* Relationship Management, Web Design, Adobe Creative Suite, Project Coordination and Management, Creative Brainstorming, Branding, Research, Print Design, Promotional Design, Logo Development

Work with clients in variety of industries to identify creative needs, conduct strategic input sessions, and deliver high quality print and digital designs. Ideate branding that helps clients differentiate their organizations within the market and deliver creative promotional items to support brand awareness efforts. Manage multiple projects, clients, and tactical items at once.

- Acquired over 15 clients in more than eight years of business with growth attributed to personal marketing efforts and word-of-mouth marketing by satisfied customers.
- Sole designer on collaborative web design project; utilized Agile methodology to deliver user-friendly website. Also incorporated project management tools, such as Trello and Google Drive to collaborate with team throughout the process.
- Created award-winning event design, which was subsequently used on multiple promotional items to drive event participation. Promotional designs included digital billboards, posters, handbills, festival programs, t-shirts, bumper stickers, buttons, social media assets, and print and digital advertisements. Marketing efforts helped garner 7,500 total event attendees.

ON PURPOSE BRANDING — Schoolcraft, Michigan

**Graphic Designer & Customer Service Representative**, 07/2016 to 10/2016

*Related Skills: Marketing Events, Promotional Design, Logo Development, Adobe Creative Suite, Brainstorming, Research, Relationship Management*

Managed relationships, communications, and timelines with customers to ensure delivery of quality promotional items, including flyers, t-shirts, giveaway items such as pens, keychains, etc. Worked closely with customers to deliver graphic designs that were on-brand and formatted to meet production vendor's strict requirements. Concepted and developed original designs for customers.

- Conducted independent brainstorms to ideate unique designs for customers, delivering on-brand graphics that helped differentiate them in the marketplace.
- Managed customer and vendor relations to ensure designs reached production vendors on-time with correct formatting, and promotional items were produced on schedule for our customers.

HONIGMAN MILLER SCHWARTZ & COHN — Kalamazoo, Michigan

**Intellectual Property Specialist**, 09/2010 to 04/2015

*Related Skills: Effective Communications, Time Management, Project Support, Patent Searches, Patent Applications, Project Coordination and Management, Organization, Outlook Filesite*

Established and maintained docket of projects and tasks. Supported attorneys as leader of paralegal group in patent searches and applications. Initiated time management processes and collaborated with team members to meet stringent deadlines. Interviewed new candidates and conducted onboarding training for new hires. Possessed in-depth knowledge of regulations surrounding patent application requirements set forth by the United States Patent and Trademarking Office.

- Played key role in meeting deadlines by managing detailed docket and keeping track of upcoming deliverables.
- Implemented effective e-mail communication tactics to accomplish project goals and receive information from necessary stakeholders along the way.
- Maintained robust electronic filing system using Outlook Filesite.