

alison jewett

Graphic Design | Project Manager | Brand Strategy



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PROFILE

Experienced Art Director with a demonstrated history of working in the financial industry and with local area non-profits. Skilled in Design, Business and Project Management. Creation and production of solutions delivered both in print and new media, thoughtful research and leveraging current technology. Budget planning for Marketing and Communication projects and initiatives. Leader and facilitator in various organization teams.

- Project and budget management and development
- Strategic and long range planning, budget, work flow and staff requirements - identifying goals, objectives and feasibility studies.
- Group facilitator/brainstorming leader
- Client and customer relationship development
- Creative problem solver, analysis and outside-the box idea generator
- Concept and brand development
- Strong vendor relationships that yield economy and reliable performance

EXPERIENCE

ALISON JEWETT, DESIGN

Art Director, Designer and Project Manager, August 2021 - Present

Logo research and design — focusing on brand awareness and cohesive customer experience. Creative and strategic solutions for new campaigns that reinforce the brand. Thoughtful attention to detail, while juggling lots of moving parts to a project. Vendor relations, project tracking and relentless follow through. Clearly communicating project updates and keeping the process moving so that clients can trust that their interests are being taken care of and their budget adhered to.

FIRST NORTHERN BANK

Assistant Vice President/Art Director, July 2016 - August 2021

Lead annual shareholder corporate communications publication. Establish creative standards and protect the brand, design and develop all major print and graphic projects, concept development and production for events, photo art direction and design. Coordinate the implementation of ongoing corporate culture activities to strengthen employee engagement. Develop compelling assets that support the strategic business objectives of the organization while protecting and evolving the brand. Connecting brands and consumers through visual storytelling and experiential engagement.

Senior Graphic Designer, January 2007 - July 2016

Design brochures, ads, and all corporate print. Supervise Communications Intern, photo editing and asset management. Personal interest in corporate culture and employee enrichment and opportunities to develop new initiatives to strengthen employee engagement. Creation of Bank anniversary collateral, advertisements, traveling museum installation, community outreach, employee meetings, branch signage and revised logo, all stationary and product brochures.

Graphic Designer, November 2002 - January 2007

Update fliers, ads and ordering of all bank printing and stationary needs. Portrait and location photography, branch and location signage and posters. Asset and content creation for cross-platform and multi- channel to continually build brand awareness and create cohesive message to customers, employees and stakeholders.

Expertise

Art Direction
Graphic Design
Project Management
Brand Development
Event Planning
Communications
Strategic Planning
Organization Design
Change Management
People Management
Facilitation

Technical

Adobe Creative Cloud
InDesign
XD
Photoshop
Illustrator
Premiere
Acrobat
MS Office

Education

Bachelor of Arts
cum laude
Studio Art
emphasis in
Graphic Design
and Digital Media
Sacramento State