

ALLISON BOOZER

Visual Designer

Austin, TX
Allison.Boozer@gmail.com

PORTFOLIO

www.allisonboozer.com

SPECIALTIES

Print Design
Web Design
Web Development
UI/UX Design
Brand Development

TECHNOLOGY

Adobe Creative Suite
HTML / CSS
Wordpress
Squarespace
Shopify
Hubspot
Pardot
Mailchimp

EDUCATION

University of Colorado at Boulder
BA Photography and Digital Media
Minor Technology Arts & Media

PROFESSIONAL SUMMARY

I'm a Visual Designer with 7 years of experience specializing in web design, user experience, and print design. I have a passion for clean, minimal designs with a focus on efficiency and creativity.

EXPERIENCE

Sr. Graphic Designer, Vast.com Inc.

Austin, TX — March 2015 - present

- Increased website viewership and engagement with Vast.com redesign
- Added value to our carstory.com SEO and brand through the design and development of dealers.carstory.com, blog.carstory.com, and moms.carstory.com
- Designed CarStory User Personas (and created a branded template for future User Personas) using UX research
- Worked with our Sales team to design product brochures, product one-pagers and conference booth designs to present to our B2B clients
- Met and exceeded our Q2 Goal for lead conversions for our Concierge campaign. Designed and Developed the website used to collect lead conversions: concierge.carstory.com

Graphic Designer & Web Developer, Allison Boozer Art & Design

Austin, TX — August 2009 - present

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- Work with clients to create custom Print and Web Design solutions to help them meet their business goals
- Websites: dropzonestrategies.com, shiramelodyjewelry.com, tdypartners.com, shango.com
- Designed event posters for Twisted Pine Brewing Co. and Conscious Alliance
- Branding and Business cards for DropZone Strategies

Sr. Graphic Designer, Software Sandbox

Austin, TX — Jan 2014 - July 2014

- Brand Development for Software Sandbox's Epic Data
- Designed product dashboard for Gamedata.io
- Gained experience in UI/UX Design

Jr. Web Designer, Page 1 Solutions

Golden, CO — Aug 2013 - Nov 2013

- Prepped design assets to send to web developers
- Designed Banners ads, eNewsletters, Social Media and Mobile Websites
- Gained experience in Web Design

Web Developer Assistant, Page 1 Solutions

Golden, CO — Jan 2012 - Aug 2013

- Maintained client websites using a variety of web platforms
- Built custom jQuery mobile websites

Account Manager Assistant, Page 1 Solutions

Golden, CO — Oct 2010 - Jan 2012

- Worked with a team of Internet Marketing Consultants to complete client-related projects
- Managed 65+ client accounts