

# N'dia Allen

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## PROFESSIONAL SUMMARY

Motivated graphic designer with 4+ years of experience eagerly seeking a challenging position that fosters learning and provides ample opportunities for professional development. Proven ability in creating visually stunning posters, advertisements and brand-cohesive marketing materials. Skilled in Adobe Photoshop, and Indesign, along with other programs in Adobe Creative Suite.

## SKILLS

- Advertising Design
- Digital Design
- Layout Design
- Brand Identity
- Print Production
- Social Media Content
- Project Management
- Adobe Premiere Pro
- Adobe Illustrator

## WORK EXPERIENCE

### Graphic Designer

Exponential Media | 2022 - PRESENT

- Strategically create brand cohesive art, videos, and layouts for a diverse clientele of 8+, actively contributing to the enhancement of their business presence
- Efficiently manage and schedule creative content across social media platforms, resulting in a 10% boost in online engagement
- Conduct weekly client consultations to guarantee final designs align with brand guidelines and client specifications, achieving high client satisfaction and retention rates
- Thrive In a high-pressure environment by consistently meeting tight deadlines, showcasing a proven track record of delivering finish designs to successfully meet and exceed project goals

### Design Intern

Curriculum Associates | 2021

- Developed print and digital marketing materials including interactive documents, mockups, website images, and PowerPoint presentations, effectively contributing to the company's visual branding and promotional efforts
- Communicated with cross-functioning teams consistently using project management software, leading to a 20% increase in project efficiency
- Showcased exceptional organizational skills by successfully prioritizing and managing multiple projects simultaneously, maintaining project files with excellent attention to detail

### Graphic Designer

Eagle Carports Inc. | 2018 - 2019

- Designed on-demand graphics including brochures, flyers, and banners for print, digital and social spaces significantly contributing to growth in brand recognition and sales
- Collaboratively worked with sales and marketing teams to ensure accurate messaging and brand representation on all marketing materials
- Demonstrated exceptional adaptability and efficiency by successfully executing 10+ independent projects weekly

## EDUCATION

### The University of North Carolina at Greensboro | Greensboro, N.C

Bachelor of Fine Arts, New Media and Design

Minor in Asian Studies, Japanese

## LANGUAGES

English | Japanese