

# Allison McClain

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## Experience

### GoodRuption

#### Freelance Brand and Web Designer / 2021 Jan - present

- Lead the client to better understand her own goals and business strategy so that she in-turn could better serve her clients.
- Collaboratively built a successful consulting and online training course business model, catering to helping fundraisers working at small-to-medium sized organizations, mainly non-profit based, using the social capital fundraising model.
- Built a unique and rich brand identity that comes at philanthropy from a new perspective and works to disrupt the status quo for good.
- Marketed and planned the launch to reach the target audience using social media, allowing the client to hit the ground running and immediately bring a positive experience to the users.

### Freelance Work

#### Designer / 2017 - present

- Worked for numerous clients, mainly nonprofits, to create and develop: branding, ad campaigns, user interfaces, packaging, content strategy plans, websites, marketing campaigns, product launches, and more.
- Former clients include but not limited to: SLO Food Bank, SLO transit, Cal Poly, Coast Pride, Assembled Supply, Help Heal Vets, and Soaring Spirits Internationl.

### Cal Poly

#### Visual Media Intern / 2018 Nov - 1010 Dec

- Responsible for understanding the needs of the faculty and staff, effectively communicating design choices, and quickly and consistently delivering high-quality, on-brand, designs and products.
- Managing and maintaining multiple responsibilities as a web designer, content manager, assistant photographer and senior designer.
- Assisted in hiring and onboarding new employees for the department.

### AIGA Cal Poly

#### Designer / 2019 April - 2020 Jun

- Designed promotional materials for AIGA events and meetings, while keeping to the AIGA graphic Standards.

#### Membership Coordinator / 2018 - 2019

- Assisted the faculty advisor in promoting AIGA and keeping up-to-date information on members.
- Doubled as the liaison with the student group's affiliate professional AIGA chapter in Santa Barbara.

### Cal Poly Fencing Club

#### President / 2019 - 2020

- Responsible for organizing and scheduling club practices and tournaments. Liaison with ASI (Associated Student, Inc), Club Sports Council, and the NCIFL (Northern California Intercollegiate Fencing League).
- Held quarterly reviews of club objectives and officer responsibilities.
- Consistently worked to make the club accessible and inclusive.

#### Chief of Discipline / USA Pentathlon Multisport / 2019 Oct - Jan

- Coordinated with the Head of the USAPM to gather all necessary fencing sports equipment and resources. In charge of event planning and consoling for an efficient interior gym design given limited space.
- Day-of operational manager and lead member of the fencing volunteer committee.

#### Design Media Chair / 2018 - 2019

- Creator and manager of the team website, and responsible for creating engaging social media campaigns to connect with members, the student body, and alumni.

## Education

Graduation: 2020

B.F.A. Art and Design,

Concentration: Graphic Design

California Polytechnic State

University, San Luis Obispo

GPA: 3.5

## Design Abilities

- Art Direction
- Branding and Identity
- Photo Editing
- Typography
- Logo Design
- Videography
- UX/UI

## Technical Abilities

- Proficient in Figma and Sketch with creating low and high fidelity wireframes and prototypes
- Knowledge of web design HTML and CSS
- Experience on page layout and design in InDesign
- Ability to create 2D illustrations using a drawing tablet in Adobe Illustrator
- Proficient in photo editing, retouching, and color correcting in Photoshop
- Ability to paint and illustrate in Procreate
- Experience in video editing, color correcting, and audio editing in Premiere Pro
- Knowledge of editing and motion graphics using After Effects

## Awards/Organizations

- Cal Poly Women's 30 under 30
- Cal Poly Fencing Club
- Black Student Union