# Allison Pinz

(631) 624-3232
allison.pinz910@gmail.com
allisonpinz.com

## EXPERIENCE

### Designer • Freelance
March 2019 - Current

- Centralized website design and branding assets for small businesses in the greater New York area
- Redesigned design systems and tools for clients of all skills levels who are looking to learn more about working with design

### Designer • Sprinklr(JeffreyM)
October 2019 - April 2020

- Drove leads to the inside sales team by creating over 100 personalized assets for online conversations with stakeholders in the marketing space
- Enhanced the look of the careers page by designing a new version of it that is more brand compliant
- Generated guides and templates for new designers and existing social media managers to sustain the brand aesthetic between different stakeholders

### Design + Social Media • BUILT BY GIRLS (Verizon Media)
January 2018 - May 2019

- Used creative and strategic thinking to transform the brand design into an engaged, unique persona that the core audience of girls between the ages of 15-22 could relate to which ultimately increased the social following by over 125%
- Developed an extension of the branding foundation to be more structured, and universal by creating consistent assets for materials such as the social media page, website, and a Times Square billboard
- Recreated and redesigned the structure and flow of internal digital products, such as a KPI Dashboard, to be more functional for all parts of the team

### Design Intern • AwesomenessTV (Dreamworks)
July 2016 - August 2016

- Strategized new social media brand development with channel Art Director which included promotional and video assets for a channel audience of over 150,000 millennials
- Initiated and chaired a social media GIF campaign that has gained some of the highest social media response of the brand

## EDUCATION

Parsons School of Design
May 2018
BBA, Strategic Design and Management with a Communication Design Minor

## SIDE HUSTLES

Dec 2017 - June 2018:
CoFounder/CEO of Yoke

Oct 2017-May 2018:
Parsons Student Senate Executive Advisor
Oct 2016-Oct 2017:
Parsons Student Senate President

Sep 2008-Nov 2017:
Developmental Disabilities Institute Creative Management Volunteer

## SKILLS

- Design Thinking
- Illustrator
- Photoshop
- Digital Animation
- Brand Strategy
- Social Media Management
- Content Strategy
- Visual Design
- Sketch