

Alison Burnell

231.373.0570 | aburnelldesign@gmail.com | aburnelldesign.com

Creative Roles and Results

Senior Graphic Designer

Sticky Digital

Denver, CO | Apr 2023 – Present

- Conceptualize, render, iterate, and implement responsive, on-brand email campaigns optimized to drive engagement, increase open and click rates, and convert customers
- Collaborate with copywriters, strategists, and developers to build robust retention strategies across a wide array of B2C Shopify brands, including KISS Nails, Cay Skin, Ingrid + Isabel, Danrie, and Cloth and Paper
- Spearhead development of internal and client brand direction, contributing to several 10mm brands' growth to 50mm+
- Wireframe and prototype responsive landing pages that funnel customers through email, SMS, loyalty, subscription, and tech stack optimizations
- Establish and implement best practices for internal asset organization, file management, responsive techniques, and document design processes

Art Director and Graphic Designer

M.C. Squares

Denver, CO | Sept 2019 – March 2023

- Crafted and applied emotive, authentic narratives across all digital and print marketing touchpoints (i.e. Amazon and Shopify storefronts, email flows and campaigns, digital ads, social content, sales and investment collateral, and product designs and packaging)
- Directed simultaneous creative initiatives by establishing workflows, developing best practices, and providing direction, feedback, training, and analytic reports to in-house creatives, contractors, and agency partners
- Demonstrated ability to see product design and web development projects through from conception, ideation, and prototyping to launch
- Realized brand's visual direction by creating shot lists, coordinating and styling photoshoots, and editing photography in post
- Drove \$350,000 in email and SMS marketing revenue in one year by establishing a promotional calendar, building and monitoring flows, developing A/B tests, writing copy, designing campaigns, and coordinating deadlines between cross-functional teams

Strategic and Creative Design Intern

University of Michigan Department of Athletics

Ann Arbor, MI | Aug 2016 – May 2018

- Elevated the Michigan brand experience through inventive athletics design while abiding by brand guidelines
- Provided extensive design support to thirty-one varsity athletic programs (i.e. posters, event programs, web graphics, brochures, infographics, photo manipulation, fan giveaways, apparel)
- Collaborated across departments within Michigan Athletics to produce print and digital collateral while meeting aggressive deadlines

Education

Bachelor of Fine Arts

University of Michigan

Stamps School of Art & Design

Graphic Design Studio

DIS Copenhagen

Copenhagen, Denmark

Awards

Innovation in Research and Creativity Award

University of Michigan Libraries, 2018

- Recognized for outstanding incorporation of library research and lab use with creative methods to develop an honors project and accompanying 25-page thesis

Michigan Manager of the Year Award

Young Entrepreneurs Across America, 2018

National Logo Contest Runner Up

Aspen Institute High Seas Initiative, 2018

Skillsets

Software

Adobe Creative Suite

Photoshop, Illustrator, InDesign, XD

Monday - Asana - Basecamp - Slack

Klaviyo - Hubspot

Figma

Shopify

People

Project managing

Recruiting, hiring, training

Communicating

Coordinating between teams

Providing feedback and direction

Design

Ideation and research

UX/UI design

Wireframing

Prototyping

Information architecture

Articulating design rationale

Typography

Management Roles and Results

General Manager

Young Entrepreneurs Across America
Denver, CO | Aug 2018 – Sep 2019

- Mentored 15 college students developing exterior painting businesses across Colorado, generating \$350,000 in revenue
- Gathered 3,600 leads, scheduled over 400 preliminary meetings, conducted 165 final interviews, and ultimately hired 35 students
- Trained 20 students in marketing strategy, employee recruitment, project estimation, sales presentations, and painting production

Oversaw sales and marketing efforts, including performance optimization through field advising, production and profit margin analyzation, and filing payrolls

Branch Manager

Young Entrepreneurs Across America
Ann Arbor, MI | Mar 2018 – Aug 2018

- Established an exterior painting business grossing \$105,000 in revenue over 6 months while hiring, training, and managing 16 employees
- Yielded 250+ leads while organizing and implementing a marketing strategy via canvassing, distributing fliers, and social media marketing
- Strategically developed strong customer relationships by scheduling and conducting 156 estimate presentations with clients, providing top quality service to 56 customers

Volunteer Experience

The Underdog Family

Community Development Volunteer
Denver, CO
Apr 2021 – Jan 2024

Alpha Phi Omega - Gamma Chapter National Service Fraternity

Communications Design Chair
Ann Arbor, CO
Sep 2015 – May 2018

Phi Sigma Pi - Beta Alpha Chapter National Service Fraternity

Historian of Chapter | President of Initiate Class
Ann Arbor, CO
Sep 2015 – May 2018

The National Society of Collegiate Scholars

Community Volunteer
Ann Arbor, MI
Mar 2015 - May 2018