

ALISON DONAGHY

she/her/hers

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PROFESSIONAL SUMMARY

Creative and driven Graphic Designer with a solid background in store management and web development, seeking new opportunities in Chicago, IL. Experienced in developing visual concepts, managing operations, and leading teams. Proficient in Adobe Creative Suite, Microsoft Office, and web design/development tools. Strong communication and problem-solving skills, with a passion for delivering high-quality design solutions. Open to in-person, hybrid, or remote work environments.

WORK EXPERIENCE

Jan 2022 - Dec 2023

STORE MANAGER

RAYGUN - DES MOINES, IA

- Managed operations for the flagship location of the nation's largest unionized apparel company.
- Developed visuals & displays that are used as guides for company-wide standards.
- Liaised communications between production, special orders, other stores & management.
- Interviewed, onboarded & trained new hires.
- Organized monthly staff schedules following staff accommodations, store events & budget restraints.
- Designed & implemented tools that made day-to-day tasks more efficient for my team and the company.
- Formulated & led an internship program that taught managerial operations & brand visual standards.
- Facilitated transition between point-of-sale systems.
- Handled problematic customers and clients to assist lower-level employees and maintain excellent customer service.

Feb 2021 - Jan 2022

ASST. STORE MANAGER

RAYGUN - DES MOINES, IA

- Supervised day-to-day store operations and delegated tasks to a staff of 15 team members.
- Answered incoming telephone calls to provide information about products, services, store hours, and promotions.
- Previously work as Sales Floor Associate - May 2017 - Feb 2021

Aug 2020 - Dec 2020

GRAPHIC DESIGN INTERN

DEKSIA - DES MOINES, IA

- Collaborated with the design team to develop creative visual solutions for clients.
- Developed graphics and visual content for social media and e-mail campaigns.
- Contributed to the successful launch of new products by creating visually appealing designs that aligned with brand identity.

Jul 2019 - Feb 2020

GRAPHIC DESIGNER / ADMINISTRATIVE ASSISTANT

ILES FUNERAL HOMES - DES MOINES, IA

- Designed and printed personalized print materials for upcoming memorial services for six funeral homes.
- Enhanced visual content quality by meticulously editing and retouching images for print and digital mediums.
- Organized scheduling and communications between funeral directors, staff, and families while working on strict deadlines.
- Trained replacement in graphic design processes, design programs, and business practices.

Aug 2018 - May 2019

GRAPHIC DESIGNER

IOWA STATE DAILY GROUP - AMES, IA

- Collaborated with graphic artists, editors, and writers to produce a daily newspaper following brand design rules and standards.
- Used computer software to develop charts, graphs, and illustrations and design newspaper visuals.
- Conferred with the advertising team to develop in-house print and digital advertisements.

EDUCATION

May 2023

ASSOCIATE OF LIBERAL ARTS

DES MOINES AREA COMMUNITY COLLEGE - DES MOINES, IA

May 2017

CERTIFICATE OF GRAPHIC DESIGN

DES MOINES AREA COMMUNITY COLLEGE - ANKENY, IA

CERTIFICATIONS

Feb 2024

GOOGLE UX DESIGN PROFESSIONAL CERTIFICATE

Apr 2024

HTML, CSS, AND JAVASCRIPT FOR WEB DEVELOPERS

JOHNS HOPKINS UNIVERSITY - COURSERA

Mar 2019

GOOGLE ADS CERTIFICATION

PROFICIENCIES

Adobe Creative Suite: PhotoShop, InDesign, Illustrator, Acrobat, Dreamweaver, Premiere Pro, After Effects;
Microsoft Office: Word, Excel, PowerPoint, Outlook, Teams, OneDrive;
HTML, CSS, JavaScript, Git, Python;
Figma; Canva; SketchUp; WordPress; GitHub

SKILLS

Graphic Design	Written & Oral Communication Skills	Customer Service
Visual Communication	Team Leadership	Problem Solving
Web Design & Development	Project Management	Ability to Work Under Pressure
Photography & Videography	Social Media Management	Dependable & Cooperative

ACCOMPLISHMENTS

- Mar 2023* **SAINT PATRICK'S DAY PARADE QUEEN**
FRIENDLY SONS OF ST. PATRICK OF CENTRAL IOWA - DES MOINES, IA
- Served as representative for a local men's philanthropy group at any & all events held throughout the year.
- Mar 2020* **NATIONAL FINALIST - RUNNER UP**
WASHINGTON MEDIA SCHOLARS CASE COMPETITION - WASHINGTON, DC
- Achieved top 6 ranking in nationwide media campaign competition.
 - Created an in-depth strategic media plan for based on a hypothetical public policy campaign.
 - Used real-world data to create a media plan that effectively achieved case goals and objectives.

HOBBIES

League Bowling, Trivia, Knitting, Painting, Attending Local Events & Festivals, Going to Concerts, Traveling

REFERENCES

References Available Upon Request