



allie fullmer

G R A P H I C D E S I G N E R

education

ARIZONA STATE UNIVERSITY

August 2013-May 2016

BACHELOR OF ARTS

Design Management

Magna Cum Laude

Minor Media Analysis

Certificate Marketing and Sales

awards

— ADDY AWARD SILVER —

ANDERSON Advertising

Cross Platform

Good Vibrations Campaign

Arizona Science Center

— ADDY AWARD SILVER —

ANDERSON Advertising

Cross Platform

POP! The Science of Bubbles Campaign

Arizona Science Center

— ADDY AWARD SILVER —

ANDERSON Advertising


Elements of Advertising


Art Direction on Arizona Ranch Water

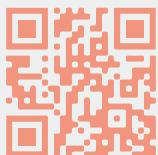
Huss Brewing

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experience



• ASSOCIATE ART DIRECTOR

ANDERSON Advertising & PR

March 2022 - Present

MANAGE AND MENTOR junior team members and freelancers on projects to help them grow and strengthen their skills, providing feedback and guidance on collaborative projects.

LEAD, CONCEPTUALIZE, AND EXECUTE a variety of projects including branding identity, print, retail, outdoor, digital, social and more.

IDEATE AND EXECUTE 360 fully integrated campaigns for a variety of industries.

CREATE large brand narrative concepts and drive every element of brand creative from inception to completion.

• GRAPHIC DESIGNER

January 2020 - March 2022

MARKETING CAMPAIGNS from research and development to concepting and client presentations to deliver a successful campaign. Collaboration with the media team to A/B test design elements and maximizing our efforts based on the data.

ENVIRONMENTAL DESIGN elements for on-site exhibits at the AZ Science Center.

DIGITAL ADS & SOCIAL GRAPHICS for internal and client marketing campaigns including AZ Science Center, Huss Brewing Co. and Arizona Craft Brewers Guild.



• BRAND DESIGNER

Bestway Corp. USA

September 2016-December 2019

MANAGE BRANDS and make sure standards are up kept with each and every project. Leading brand refresh campaigns from concept phase to final execution.

PACKAGE DESIGN for in-house global brands including Hydro-Force, H2OGO!, and AlwaysAire Airbeds. Rebrands from design conception to on store shelf completion.

CATALOG DESIGN for product totaling over 1,500 designed pages annually. Create design concepts, execute production, and work with the printers until completion.

PRODUCT GRAPHICS creation working with color limitations and printing techniques.



• GRAPHIC DESIGNER

Crosby | Wright Agency

June 2016-January 2017

DIGITAL GRAPHICS for internal and client marketing campaigns for clients including Delice Bistro, The Crepe Club, and LG Commercial Division.

MARKETING COLLATERAL including promotional displays, printed proposals, and marketing brochures.