

Allie Shaw

OBJECTIVE

Allie Shaw has over 15 years of graphic design experience with numerous corporate, non-profits and NGO organizations, including Marriott International Inc., the American Red Cross and Global Rights. Her designs have earned her awards such as the *Adrian Awards*, *MarCom Creative Awards* and the *International Davey Awards*. Allie is known for her ability to manage multiple projects and work under tight budgets and deadlines. She is proficient in both Mac and PC environments and has multimedia experience in both the fields of print and the web. Allie received her Masters of Fine Arts in Visual Communications and an Interactive Multimedia Certificate from George Washington University, as well as a Bachelor of Arts in Graphic Design and a Bachelor of Arts in Advertising from Pennsylvania State University. An accomplished Art Director and Senior Graphic & Web Designer, she is seeking a new professional challenge where her experience, knowledge, creativity and expertise can benefit a leading organization.

EDUCATION

Master of Fine Arts / Visual Communications – George Washington University, May 2006 (4.0 GPA)

Interactive Multimedia Certificate – George Washington University, May 2001 (4.0 GPA)

Bachelor of Arts / Graphic Design – Pennsylvania State University, May 1997

Bachelor of Arts / Advertising – Pennsylvania State University, May 1997

SOFTWARE KNOWLEDGE

3-D Studio Max, Action Scripts 2 & 3, Adobe Creative Suite 4 (Acrobat, Dreamweaver, Fireworks, Flash, Illustrator, InDesign, Photoshop), Adobe Premiere, Convio, CSS, HTML5, JavaScript, Joomla, Microsoft Excel, Microsoft Power Point, Microsoft Word, Omniture tracking, QuarkXpress, Vignette, XHTML

AWARDS

Bronze Award – Adrian Awards 2008, Marriott Rewards Newsletter

Communicator Award of Distinction 2005, Voices magazine

Gold Award – MarCom Creative Awards 2005, Voices magazine

Gold Award – MarCom Creative Awards 2005, Globalrights.org

Silver Award – International Davey Awards 2005, Voices magazine

Silver Award – International Davey Awards 2005, "Torture" Geneva poster

Silver Award of Excellence – UCEA 2000, African Americans and the Age of American Expansion Poster

Silver Award of Excellence in the Brochure Category – UCEA 2000, Bonhoeffer's Dilemma Brochure

EMPLOYMENT HISTORY

Creative Director – DaxStudioz.com (1994 – Present)

Founder and Creative Director of a design studio serving the Washington D.C., Metropolitan area. Studio specializes in designing and delivering graphic, web design, and multimedia projects. Various clients include: *American Red Cross of the National Capital Area*, *Blink Photography*, *Cruise Web*, *JBC Networks, Inc.*, *Jow Ga Shaolin Institute*, *Marriott International, Inc.*, *Motley Fool*, *Stand Proud*, *Thai Luang Restaurant*.

Interactive Art Director – Marriott International Inc. (January 2010 – Present)

Interactive Art Director in the eCommerce Interaction Design department for Marriott International, Inc., a leading worldwide hospitality company. Responsibilities include the design, layout and coding (flash action-scripting and animation, html and css) of marketing and systems projects for Marriott.com and its associated sub-sites to accurately reflect Marriott International (and its brands) and its commitment to customer service. Ensures adherence to design and information architecture standards as well as providing design specifications for each project.

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Art Director/Project Manager – Marriott International Inc. (September 2006 – December 2009)

Art Director in the Graphic Design & Production Services department for Marriott International, Inc., a leading worldwide hospitality company. Art Director responsibilities included creating strategic collateral in both electronic and print mediums for the Marriott Rewards department (Marriott Rewards Newsletters, Member Elite program brochures, email templates, web banners, multimedia presentations and other electronic promotions) as well as ensuring and maintaining the organization's brand strategy and guidelines. Project Manager (two years) responsibilities included the timely management and translation into seven languages of the domestic and international Marriott Rewards Newsletters. A 2008 award winner of a Bronze *HSMIAI Adrian Award* for Newsletter Design / Direct Mail.

Print and Web Designer/Coordinator, Global Rights (October 2004 – September 2006)

Print and Web Designer for human rights advocacy group. Responsibilities included the design and production of Global Rights materials (quarterly magazine, annual report, brochures, fact sheets, event signage and displays, save the date and invitations, event decoration and collateral) as well as ensuring and maintaining the organization's design standards. Coordinated copy flow, multiple production schedules and printing deadline as well as maintain relationships with various vendors. Negotiated, researched and solicited bids for printing and outside design work. Managed project specifications to ensure budget & deadline parameters were met. Managed and supervised freelance designers, copywriters and other various vendors. Ensured the day-to-day operation of Global Rights web site by monitoring web inquiries and working with staff members to ensure web site contained latest information. Designed and developed organization's intranet site. A 2005 award winner of both *MarCom Creative* and *International Davey Awards* for designs in print and web categories.

Graphic Designer – Inova Health System (March 2004 – September 2004)

In-house Graphic Designer for Northern Virginia Health System. Responsibilities included the design and production of Inova Health System materials (quarterly magazine, annual report, brochures, fact sheets, event signage and displays, save the date and invitations, event decoration and collateral) as well as ensuring and maintaining the organization's design standards. Worked in coordination with art director, account managers and clients to conceptualize & execute production of visual materials. Managed and supervised freelance designers, copywriters and other various vendors. Managed project specifications to ensure budget & deadline parameters were met.

Manager of Visual Communications – The American Red Cross of the National Capital Area (December 2001 – March 2004)

Manager for the American Red Cross office serving the Washington, D.C. Metropolitan Region. Responsibilities included the design and production of American Red Cross materials (newsletters, catalogs, annual reports, chapter branding materials, event signage & displays, save the date and invitations, event decoration and collateral) as well as ensuring and maintaining the organization's design standards. Creative Designer for the development, design layout and packaging of the American Red Cross: Emergency Preparedness Toolkit. Various events included: the *12th Annual Called to Served Spectacular Gala*, *7th Annual Help is in Fashion Benefit*, *7th Annual Prince George's County Red Cross Gala*, *5th Annual Celebrity Golf Tournament*, *American Red Cross of the National Capital Area Chapter's Annual Meeting 2001-2002*. Creative Director for the National Capital Area Chapter exhibition in the National American Red Cross museum. Worked in collaboration with Red Cross archivists in selection of art pieces. Developed and maintained relationships with chapter vendors to carry design projects to fruition in adherence within pre-determined budgets. Managed and supervised freelance designers.

Graphic Designer – The Motley Fool (April 2000 – November 2001)

Graphic designer for popular online personal finance and investing advice web site. Responsibilities included the design and production of the Motley Fool materials (financial reports, promotional guides and newsletters) as well as ensuring and maintaining the organization's design standards. Responsible for the redesign of various print products including: *13 Steps to Investing Foolishly*, *The Motley Fool*; *Industry Focus* (2001, 2002 and 2003 editions) and *The Motley Fool Select*. Senior Designer responsible for the creation of animations covers and collateral of multimedia CD's including: *13 Steps to Investing Foolishly*, *The Motley Fool: Money Guide* and *The Motley Fool: Roadmap to Retirement*.

Graphic Designer – Pennsylvania State University (February 1998 – February 2000)

Graphic designer for the prepress department of the Pennsylvania State University. Responsibilities included the design and production of the Pennsylvania State University's materials (annual reports, booklets, brochures, flyers, posters, newsletters, invitations and book covers) as well as ensuring and maintaining the organization's design standards. Prepared designs for offset, web press, docutech, direct to plate and other printing processes. A 2000 award winner of the *University Continuing Education Association Awards* for designs in poster and brochure categories.

Production Artist – Accu Weather Inc. (April 1997 – February 1998)

Production Artist in Newspaper Graphics department. Responsibilities included the creation and execution of weather graphics, charts, graphs, and satellites for various newspapers around the U.S. and the world. Assembled numerous weather pages for clients on a tight deadline-oriented schedule.