

Allie Shaw

PERSONAL DETAILS

Allie Shaw
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OBJECTIVE

Seeking Art Director or Senior Graphic Design positions in both the print and web fields. Primary interests are in areas of animal rights, education, environmental conservation, fine arts, human rights, or science organizations.

EDUCATION

Master of Fine Arts	The George Washington University, Washington, DC, May 2006 M.F.A. in Visual Communication, cumulative 4.0 G.P.A.
Interactive Multimedia Certificate	The George Washington University, Washington, DC, May 2001 Interactive Multimedia Certificate, cumulative 4.0 G.P.A.
Bachelor of Arts/Graphic Design Bachelor of Arts/Advertising	The Pennsylvania State University, University Park, PA, May 1997 B.A. in Integrative Arts – concentration in Graphic Design B.A. in Communications – concentration in Advertising

SOFTWARE KNOWLEDGE

3-D Studio Max, Adobe Acrobat, Adobe Creative Suite 3, Adobe InDesign, Adobe Illustrator, Adobe Pagemaker, Adobe Photoshop, Adobe Premiere, Convio, CSS, HTML, JavaScript, Macromedia Director, Macromedia Dreamweaver, Macromedia Fireworks, Macromedia Flash, Macromedia Freehand, Microsoft Excel, Microsoft Power Point, Microsoft Word, QuarkXpress

AWARDS

- Communicator Award of Distinction**, 2005, *Voices* magazine
- Gold Award** – MarCom Creative Awards 2005, *Voices* magazine
- Gold Award** – MarCom Creative Awards 2005, www.globalrights.org
- Silver Award** – International Davey Awards 2005, *Voices* magazine
- Silver Award** – International Davey Awards 2005, “Torture” Geneva poster
- Silver Award of Excellence** – University Continuing Education Association 2000, Poster design commemorating the conference on African Americans and the Age of American Expansion
- Silver Award of Excellence in the Brochure Category** – University Continuing Education Association 2000, Bonhoeffer's Dilemma: The Ethics of Violence conference

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, The Cruise Web, International Polio Victims Response Committee, JBC Networks, Inc., Jow Ga Shaolin Institute, Thai Luang Restaurant.*

Art Director, Marriott International Inc. September 2006–Present

Art Director in the Graphic Design & Production Services department for Marriott International, Inc., a leading worldwide hospitality company. Marriott International, Inc., is named by Fortune Magazine as one of the "100 Best companies to Work for in America". Responsible for the design, layout and quality control over Marriott Rewards publications, including Marriott Rewards Newsletters and Elite program brochures. Manage and supervise freelance designers, copywriters and other various vendors.

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Print and Web Designer/Coordinator, Global Rights

October 2004–September 2006

Print & Web Designer/Coordinator for human rights advocacy group. Responsible for the design, layout and quality control over Global Rights publications. Designed and coordinated the production process and assured that all materials (quarterly magazine, annual report, brochures, fact sheets, event signage & displays, save the date & invitations, event decoration & collateral) maintained organizational 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. Made recommendations to the director on vendor relationships. 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. Managed and supervised freelance designers, copywriters and other various vendors.

Graphic Designer, Inova Health System

March 2004–September 2004

In-house Graphic Designer for Northern Virginia Health System. Planned & developed creative ideas & solutions to address the clients' print & collateral objectives. Worked in coordination with art direction specialist, account managers & clients to conceptualize & execute production of visual materials. Worked with & makes recommendations for use of external vendors when required such as designers & photographers. Managed project specifications to ensure budget & deadline parameters were met.

Manager of Visual Communications, January 2004–March 2004

Graphic Design Coordinator, December 2001–December 2003

The American Red Cross of the National Capital Area

Managed the design and production of print mediums, including but not limited to newsletters, catalogs, annual reports, special event collateral materials, 2D and 3D signage and chapter branding materials. Creative Designer for the development, design layout and packaging of the *American Red Cross: Emergency Preparedness Toolkit*. Creative Designer for all of the chapter's special events (event signage & displays, save the date & invitations, event decoration & collateral). Various events included: the 12th Annual Called to Served Spectacular Gala (worked with Nancy Marriott), 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. Responsible for the redesign of various print products including: *13 Steps to Investing Foolishly*, *The Motley Fool*; *Industry Focus* (2001, 2002 and 2003 editions), *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*, *The Motley Fool: Roadmap to Retirement*.

Graphic Designer, The Pennsylvania State University

February 1998–February 2000

Graphic designer for the prepress department of Penn State University's official document production facility. Responsible for quality design in a timely format and prepress production of Penn State publications. (IE: annual reports, booklets, brochures, flyers, posters, newsletters, invitations and book covers). Prepared documents for 1,2,3 and 4-color offset, docutech, direct to plate and other printing processes.

Production Artist, Accu Weather Inc.

April 1997–February 1998

Production Artist in Newspaper Graphics department employed to independently create weather graphics, charts, graphs, and satellites for various newspapers all around the U.S. and world. Assembled numerous weather pages for clients on deadline-oriented schedule.

Disc Jockey and Music Director (WLCX 90.1FM); Disc Jockey (WZWW 95.3 FM)

1992-1994, 1995

Online DJ for radio stations in VA and PA, responsible for incorporating new music from vendors.