

**allison baxley**

acd // art director

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Hands-on, passionate and hard-working digital art director with traditional chops who values creativity, innovation and enthusiasm for producing stunning, thoughtful, conversation-inducing work.

## // experience

**Freelance Art Director** // new york, ny 5.11 // present

**Wunderman:** TUMS, Nicorette, NicoDerm CQ

**Mintbox:** creative consultant partnering to relaunch fashion startup

**Edelman:** Banana Boat, Hawaiian Tropic

**MRM//McCann:** Nikon, Verizon, USPS, Cigna, Nestle, new business

**CreativeWorx:** visual design and product consultant for TimeTracker software platform

**Retellity:** creative director partnering to launch small-business focused social network startup

**Razorfish:** Mercedes Benz integration concepts for Super Bowl 2013

**Smartling, Salorix, Fairwave Media:** consulting, creative direction, design and branding initiatives

**DDB:** Aveeno, Hertz, State Farm, PWC, Electrolux, Frigidaire, Glidden Paint, NY Lottery, Cotton

**co:collective:** confidential new business initiatives

**Macy's:** seasonal and programatic designs seen on Facebook, Twitter, Youtube and Foursquare

**Magnani Caruso Dutton:** Discover, Samsung, E-Trade, Nautica

**Art Director** // new york, ny 2.10 // 5.11

**T3:** Chase, Coca-Cola, Sprite, new business

**Freelance Art Director** // new york, ny 1.09 // 2.10

**Berlin Cameron United:** Belvedere, Comcast, Amazon.com, Lincoln, Ford, Super 8

**DeVito/Verdi:** Kohl's, Meijer, Russian Standard Vodka

**Ammirati:** Powerade, Powerade Zero, Vitamin Water

**TracyLocke:** Sobe Lifewater & Teas, Lipton, Biore

**Creative** // austin, tx 3.07 // 1.09

**Kolar Advertising & Mktg:** 3M, Dell, U.S. Army, Subway, Amarillo National Bank, Baylor University

## // recognition

**Contributor** // ihaveanidea.org 2012

**Alumni Guest Speaker** // Chicago Portfolio School 2012

**iPad Early Adopter Award** // Digiday MOBI awards 2010

**Portfolio Building Workshop Instructor** // Advertising Women of NY Advertising Career Conference 2010

**International Student of the Year** // Lürzer's International Archive Magazine 2008

## // skills

adobe creative suite // 360° campaigns // digital // responsive design // social // mobile

new technologies // broadcast // print // conceptual thinking // strategic problem solving // killer float serve

## // education

Chicago Portfolio School // art direction / chicago, il 2006

Texas Tech University // BA advertising / lubbock, tx 2004

Richmond American University // advertising, design, Shakespeare and history studies / london, uk 2002

## // extras

madmen bowling league // new york urban volleyball // junior olympic volleyball coach // marathon finisher // goodwill

ambassadors international volleyball coach // people to people student ambassador // travel and linguistics enthusiast