



ALLIE SPEDDING / Graphic Designer

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EXPERIENCE

Augeo Marketing | **Graphic Designer**

JUNE 2021 TO PRESENT

Implements and directs design conceptualization and creation across multiple client incentives, internal initiatives, and event-specific marketing campaigns. Responsible for carrying out all design needs – including print deliverables, print collateral, digital and mobile design, UX/UI, and more – from start to finish on a client-to-client basis. Manages and assists other team designers and contractors on a number of projects. Works alongside various Augeo teams including business development, administrative department, and gifting to assist on priority internal initiatives such as proposals/RFPs, client B2B and employee recognition gifting strategies, Shopify sites, and more.

ISES | **Graphic Designer** (CONTRACT)

NOVEMBER 2022 TO NOVEMBER 2023

Elevated the client's branding to curate a unique, up-to-date and impactful visual identity for their annual event to be used across various mediums, including onsite print collateral, website and digital platforms, and more. Assisted and collaborated in the strategization for and creation of various email campaigns and marketing initiatives including full social media management. Worked with various production companies and vendors to assist in the buildout of the onsite event management and experience.

STNDRD Social | **Creative / Account Manager**

JANUARY 2020 TO JULY 2021

Developed and executed multi-platform digital marketing strategies in email marketing, event management and marketing, Google Adwords, Google Analytics, graphic design, influencer marketing strategies, paid digital advertising, SEO, social media management, strategic website coding and more. Continued all job duties from graphic design internship role in 2019, including the management of client-focused design projects. These projects covered various design needs, from digital-facing/social media to the creation and design of promotional print marketing materials such as flyers, brochures, and business cards.

STNDRD Social | **Graphic Design Intern**

SEPTEMBER 2019 TO JANUARY 2020

Institute for Human Development | **Graphic Design Intern**

AUGUST 2019 TO DECEMBER 2019

Egghead Student Design Agency | **Designer/Member**

AUGUST 2018 TO DECEMBER 2019

Longhorn Steakhouse | **Bartender/Service Professional**

APRIL 2016 TO MAY 2021

PROFICIENCIES

PHOTOSHOP
INDESIGN
ILLUSTRATOR
ADOBE XD/FIGMA
AFTER EFFECTS
LIGHTROOM

PROCREATE
EXCEL/SHEETS
MICROSOFT 365
WORDPRESS
ELEMENTOR
LETTERPRESS

PRINT PRODUCTION
PHOTOGRAPHY
CODING (BASICS)
UX/UI
SOCIAL MARKETING
EMAIL MARKETING

EDUCATION

2019 | Bachelor of Art – Graphic Design

University of Missouri-Kansas City

2018–2019, KANSAS CITY, MO

University of Missouri-Columbia

2014–2018, COLUMBIA, MO

AWARDS

2023 | **GDUSA Digital Awards Showcase**

CCPRF: Survival Summit Banners • *Digital Ads/Banners*
ISES: Annual Meeting Stats Social Graphics • *Infographics*
Lexus Eastern: Golden Opportunity • *Digital Ads/Banners*
Maserati: Trofeo Club Program Website • *UX/UI*
Mazda: Pursuit Events Platform • *UX/UI*

2023 | **GDUSA InHouse Awards Showcase**

Ford: Wynner's Club Program Design • *Branding & Identity*
ISES: Know Before You Go Digital Graphic • *Infographics*
LexisNexis: Save My Spot Campaign • *UX/UI*
Maserati: Save The Date Campaign • *UX/UI*

2022 | **GDUSA InHouse Awards Showcase**

Toyota Portland: President's Award • *Branding & Identity*
U.S. Bank: Employee Gifting Incentive • *Packaging*

EXHIBITIONS

2019–PRESENT *Parks* | UMKC Chancellor's Office

2017–2020 *Rooted, Revived, Reinvented: Basketry in America* | Traveling Exhibition (USA)

2019 *Student Art Exhibition* | UMKC Gallery of Art

2018 *Bold and Brash* Group Exhibition | George Caleb Bingham Gallery, University of Missouri-Columbia

COLLECTIONS

2019 | Student Art Magazine 2019 Edition
University of Missouri-Kansas City

2018 | Special Collections, Rare Books
Ellis Library, University of Missouri-Columbia