



✉ allie@alliepak.com

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Skills

Hand-lettering
+ illustration

Adobe Photoshop,
Illustrator, InDesign

Celtra

Ceros

Obsessions



• Printmaking

Sunnies



• High Tops

Chai Tea



EDUCATION

UNIVERSITY OF MIAMI // CLASS OF 2017

Graduated *summa cum laude* with degrees in
Creative Advertising and Studio Art.

EXPERIENCE

● OCTOBER 2018 – PRESENT

VISUAL DESIGNER // POPSUGAR

Design layouts and graphics for branded editorial content on POPSUGAR.com. Create standard banner and rich media ads, using Celtra to build responsive + interactive units. Collaborate with internal teams to develop print + digital collateral for events, mocks for RFPs, and presentation decks.

● MAY 2017 – PRESENT

FREELANCE DESIGNER

Branding + identity design, editorial illustration, digital + print executions for brand communications, environmental design.

📌 Selected clients: *Spotify, Washington Post, The Lily News*

● AUGUST 2015 – MAY 2017

ART DIRECTOR // DISTRACTION MAGAZINE

PREVIOUSLY ASSISTANT ART DIRECTOR

Developed visual concepts + layouts for the University of Miami's lifestyle publication. Concepted and directed photoshoots. Designed flat lays + handmade typography. Managed design staff.

🏆 *Best Student Publication, SPJ Florida 2017*

🏆 *Best in Show (Feature Magazine), ACP College Media 2016*

● JUNE 2016 – DECEMBER 2016

CREATIVE INTERN // THR33FOLD

Worked with Art Director to design client deliverables including brand communication for print + web, social media content, and corporate communication presentations. Assisted with ideation + concepting for integrated interactive campaigns.

AWARDS

AMERICAN ADVERTISING FEDERATION

SILVER ADDY, *Integrated Branding Campaign* // National ADDYs, 2017

GOLD ADDY, *Digital Creative Technology* // National ADDYs, 2015

UNIV. OF MIAMI DEPARTMENT AWARDS

PORTFOLIO OF THE YEAR, OUTSTANDING SENIOR AWARD,
LEADERSHIP IN ADVERTISING AWARD // 2017