

allison nolden

Education

Bachelor of Fine Arts in Graphic Design, minor in Studio Art

- DePaul University, School of Design
- Summa Cum Laude

Experience

Art Director, Local; March 2022–Present

- Founding team member of a successful new community magazine in the Twin Cities area.
- Lead art direction for photo and video shoots, from concept to execution.
- Design complete magazine issues—including headlines, imagery and extensive copy layouts.
- Collaborate with editors and art team members to solve complex layout and visual storytelling challenges.
- Deliver layouts and advertisements under tight deadlines.
- Partner with production teams to ensure high-quality, accurate output.

Contract Designer, Minnesota Council of Nonprofits; December 2018, December 2022–Present

- Designed a nonprofit directory in 2018, transforming survey data into a clear, accessible layout.
- Re-hired in 2022 to format annual updates using InDesign's data tools, refresh the cover and make minor design adjustments to keep the publication current.

Junior Graphic Designer, Grapevyne Media; October 2021–June 2022

- Created billboards, event collateral, branded merchandise and social content across a wide client base.
- Developed brand-consistent work that upheld the company's own identity and standards.

Art Director, Tiger Oak Media; February 2021–February 2022

- Executed editorial design for multiple publications prior to the company's acquisition by Local.
- Continued the same role seamlessly under the new brand (see above).

Junior Graphic Designer, Tiger Oak Media; February 2019–February 2021

- Supported art directors with editorial and ad design, as well as photo shoot planning, scheduling and direction.
- Built digital visuals—videos, GIFs and illustrations—for publication websites and social media.

Skills and Interests

- **Design Expertise:** Strong grasp of composition, color theory and typography. Proficient in Adobe Creative Suite, office productivity software, HTML5 and CSS. Familiar with Figma and TouchDesigner.
- **Team Leadership:** Skilled at motivating teams, providing creative direction and ensuring project alignment, while collaborating effectively with cross-functional teams including photographers, illustrators, copywriters and developers.
- **Industry Knowledge:** Continuously informed on design trends and industry developments. Always exploring new tools, techniques and creative approaches.
- **Adaptability:** Flexible in style and approach to meet the needs of diverse projects, industries and audiences. Receptive to feedback for continuous improvement, both in delivering the best results for clients and growing as a designer.
- **Emotional Intelligence:** Empathetic, collaborative, and skilled in conflict resolution and relationship-building.