

# Allison Schevers

## Graphic Designer & Social Media Coordinator

Graphic Designer and Social Media Coordinator specializing in visual storytelling and content creation for children's products, wellness, and beauty brands.

<b>SKILLS</b>	<ul style="list-style-type: none"> <li>• Adobe Creative Cloud</li> <li>• Brand Development</li> <li>• Canva</li> <li>• Figma</li> <li>• Video Editing</li> <li>• Package Design</li> <li>• Reels &amp; story design</li> <li>• Social media branding</li> <li>• Engagement strategy</li> </ul>
---------------	--

---

### EDUCATION

#### OTIS COLLEGE OF ART & DESIGN 2023-2025

Bachelors of Fine Arts in Graphic Design

---

### EXPERIENCE

#### GRAPHIC DESIGNER & SOCIAL MEDIA COORDINATOR 2021-PRESENT

Sweet Laurel Bakery, Pacific Palisades

- Created weekly Instagram posts and stories using trends to keep the brand modern.
- Promoted CPG products through social content and campaigns.
- Concepted, filmed, and edited Instagram videos, including on-camera content.
- Designed marketing posters and promotional materials.

#### CONTENT CREATOR 2024 - PRESENT

USC Vintage - Instagram (8k+ followers)

- Developed concepts, filmed, and edited video reels showcasing vintage USC clothing.
- Created trend-driven video content to engage a youthful audience.

---

### RELEVANT PROJECT

#### TUNEBUG 2025

Otis College of Art & Design

- Developed, designed, and produced a bug-themed musical instrument brand for children ages 3-6.
- Created physical prototypes of the instruments, packaging, merchandise, and brand materials.

---

### VOLUNTEER WORK

#### BABY CARE VOLUNTEER MAR 2023 – AUG 2023

Vintage Church LA

- Supervised and cared for infants during services, ensuring a safe, nurturing, and engaging environment.

#### BABY CARE VOLUNTEER & CLOTHING ORGANIZER 2025 – PRESENT

Harvest Home

- Provided loving childcare support for mothers and organized baby clothing donations to support families.

---

### RELEVANT COURSEWORK

- Graphic Design 1-4
- Typography 1-4
- Systems & Identity
- Entrepreneur 101