

# 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.

### SKILLS

- Adobe Creative Cloud
- Figma
- Reels & story design
- Brand Development
- Video Editing
- Social media branding
- Canva
- Package Design
- Engagement strategy

### 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
- Systems & Identity
- Typography 1-4
- Entrepreneur 101