

ALLISON POON

Visual Designer

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allisonpoon.com

973-216-3836

SUMMARY

Designer with 5+ years of experience across hospitality, finance, and nonprofit sectors. Most recently led brand and marketing design for nine restaurant brands at HAND Hospitality, producing everything from print collateral and photography to web and email campaigns. I bring a hands-on, concept-to-execution approach, including freelance work featured in *Sports Illustrated*.

EXPERIENCE

Silvi Materials, Freelance Designer

FEB 2025 – PRESENT | REMOTE

- Designed a full-page print ad celebrating the Eagles' Super Bowl win, published in *Sports Illustrated*'s national post-game issue under a 48-hour turnaround
- Currently designing a 60+ page digital sustainability guide by transforming a plain-text document into a branded, visually engaging publication using custom layout hierarchy, infographics, and photography

HAND Hospitality, Senior Designer

FEB 2025 – PRESENT | NEW YORK

- Sole designer for the Japanese division, overseeing brand and marketing design across nine restaurant brands
- Directed food and interior photography, including art direction, staging, lighting, and retouching for use across menus, websites, emails, and social media
- Designed email campaigns (Mailchimp), website updates (Squarespace), and social assets for promotions and new openings
- Redesigned menus for two restaurants and managed print production needs across all brands, including signage, t-shirts, stamps, stickers, and delivery packaging

EDUCATION

Maryland Institute College of Art
Bachelor of Fine Arts in Graphic Design 2019

SKILLS & TOOLS

Design skills: Brand Systems, Print Design, UI/UX Design, Typography, Illustration, Photography, Photo Retouching

Digital tools: Adobe Creative Suite, Sketch, Figma, Zeplin, Marvel, Miro, InVision, Cinema 4D, Microsoft Office, Keynote, Mailchimp, Google Workspace

AWARDS

Best User/Customer Experience Initiative *Discover Personal Loans Redesign, Banking Tech Awards USA 2023*

Honoree, Best User Interface *Discover Personal Loans Redesign, Webby Awards 2023*

Best Online Banking Experience *Discover Bank, NerdWallet 2022*

#1 in Customer Satisfaction (Savings), #2 (Checking) *J.D. Power 2023*

MCD Partners, Digital Designer

SEP 2019 – JULY 2024 | NEW YORK

- Led award-winning redesigns for Discover's online banking and personal loans platforms, enhancing UX/UI and earning accolades from NerdWallet and Webby Awards.
- Built reusable design systems in Figma and Sketch; ensured consistency across editorial layouts, web components, and email campaigns.
- Designed digital marketing assets — including emails, presentations, and promotional banners — while maintaining strict brand compliance.
- Collaborated with PMs, developers, and the communications team in an agile workflow using InVision and regular user testing to refine layouts.

Various Internships

2015–2019 | NEW YORK & NEW JERSEY

- Collaborated with teams at Johnson & Johnson, Interbrand, iPullRank, and Mastery Education on projects spanning UX flows, print collateral, educational media, and marketing assets.
- Created infographics, mockups, and high-fidelity wireframes; supported brand strategy and client presentations in fast-paced agency and corporate settings.
- Gained experience with Adobe Creative Suite, layout design, and cross-functional collaboration across 4+ unique organizational environments.