

# Allison Schevers

## Graphic Designer & Social Media Content Creator

Detail-oriented graphic designer and content creator specializing in packaging and visual storytelling for children's products, wellness, and beauty brands.

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### SKILLS

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

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### EDUCATION

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

Bachelors of Fine Arts in Graphic Design

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### EXPERIENCE

#### GRAPHIC DESIGNER & CONTENT CREATOR 2021-PRESENT

Sweet Laurel Bakery, Pacific Palisades

- Planned, developed, and designed weekly Instagram posts & stories.
- Developed and filmed video content for Sweet Laurel's Instagram, including on-camera appearances.
- Designed marketing posters to enhance the bakery's visual identity.

#### 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.

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### 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.

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### RELEVANT COURSEWORK

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