



Allison Caluri is a Graphic Designer and Art Director based in New York City working with brands she loves to bring their stories to life through bold, thoughtful design. With a strong background in luxury fashion and beauty, she uses a 360° approach to produce standout creative campaigns.

ALLISONCALURI.COM | 908-635-9994 | ACALURI@GMAIL.COM

EXPERIENCE

PETITE PLUME LUXURY SLEEPWEAR//LEAD GRAPHIC DESIGNER

NEW YORK, NY | MAY 2023-PRESENT

Led the implementation of branding across all visual assets, both digital and print, and managed the email design production process, resulting in doubled sales and increased customer engagement. Developed 360-degree campaign assets, provided design direction to cross-functional teams, and ensured consistency in marketing materials with meticulous attention to detail. Organized image assets, played a key role in updating the brand website, and actively contributed creative ideas in cross-functional meetings to enhance brand positioning and drive e-commerce growth.

STONEY CLOVER LANE//BRAND DESIGNER

NEW YORK, NY | MAY 2022-MAY 2023

Produced creative assets that upheld brand standards across digital platforms, e-commerce sites, email, social media, advertising, and in-store collateral. Collaborated cross-functionally with marketing, merchandising, copy, and creative production teams in a fast-paced environment. Managed all design initiatives, including daily creation of social assets. Supported retail, wholesale, and PR/influencer gifting. Assisted with photoshoots by providing art direction as needed and efficiently handled multiple projects with tight deadlines while maintaining high-quality work. Employed conceptual thinking and a strong sense of design, layout, and typography.

BGB GROUP//SENIOR ART DIRECTOR

NEW YORK, NY | NOVEMBER 2019-MAY 2022

Served as Lead Art Director for world-renowned brands, with a promotion from Junior Art Director to Senior Art Director within 3 years. Managed junior designers and oversaw projects from brief to completion, collaborating with cross-functional teams, including copywriters, UX/UI designers, video producers, and animators. Directed external partners such as print vendors, production teams, and project managers to ensure high-quality, timely delivery. Designed creative concepts and executed tactics, presented pitch concepts, and stayed informed about current competitors.

GUIDEMARK//JUNIOR ART DIRECTOR

NEW YORK, NY | JUNE 2019-NOVEMBER 2019

Developed a wide range of promotional content, including landing pages, e-blasts, banner ads, social media assets, magazine ads, presentations, and print materials. Produced promotional campaigns aimed at generating new business.

MCCANN NEW YORK//NEW BUSINESS DESIGNER

NEW YORK, NY | JUNE 2018-AUGUST 2018

Collaborated with leadership to create design assets for lifestyle, luxury, and consumer brands like TJX, Mastercard, and L'Oreal, developed visual identities for multi-million dollar pitches.

EDUCATION

THE PENNSYLVANIA STATE UNIVERSITY

Main Campus | Bachelors Degree in Advertising | Graphic Design Minor

SACI (STUDIO ARTS COLLEGE INTERNATIONAL)

Florence, IT | Graphic Design and Fine Arts

SKILLS

Creative Direction | Art Direction | Graphic Design | Conceptualization | Pre-Production | Post-Production | Retouching | InDesign | Photoshop | Illustrator | After Effects | Figma | Sketch | Keynote | Microsoft Suite | UI/UX Design | Typography | Animation | 2D Motion Graphics | Editing | Social Media | Brand Design | Presentation | Management