



# BLAIR ALLEN

## Graphic Designer

designedbyblairallen@gmail.com

designedbyblair.com | Philadelphia, PA

## EDUCATION

### Drexel University

Philadelphia, PA

B.S. in Graphic Design, *Magna Cum Laude*

Minors in User Experience & Interaction Design, Fine Art, Art History

### Foundation for International Education

London, England

Typography Explorations in the UK

Intensive Course Abroad, December 2021

### Tamagawa University

Tokyo, Japan

Japanese Culture, Aging, & Technology

Intensive Course Abroad, September 2019

## AWARDS & SCHOLARSHIPS

### DesignPhiladelphia Festival

Work featured in Drexel University's

Student Work Exhibit

October 2021

### Drexel University Dean's List

September 2018 - June 2022

### Drexel University Presidential Scholarship

### Drexel University Westphal

### Portfolio Scholarship

## ACTIVITIES

### American Institute of Graphic Arts (AIGA)

Drexel Chapter

Treasurer, September 2021 - June 2022

Member, January 2020 - June 2022

### West Orange High School Yearbook

Editor-in-Chief / Layout Editor, 2017 - 2018

## WORK EXPERIENCE

### Thomas Jefferson University + Jefferson Health

Graphic Designer

Remote / Philadelphia, PA | September 2022 - Present

- Manage the design and production processes with external vendors to facilitate printing and design files
- Create digital assets for web and social media use to promote brand visibility and marketing initiatives
- Balance projects across healthcare/hospitality and higher education industries to support enterprise-wide goals

### Back on My Feet

Graphic Design Co-op

Remote | September 2020 - March 2021

- Created logo, identity design, and promo materials for inaugural nationwide running festival fundraiser event
- Successfully met tight deadlines with the National Marketing Team to supply digital and print graphics
- Transformed Annual Report live website pages into a multi-page interactive pdf catalogue

### Lexerd, Drexel University Yearbook

Designer / Editor-in-Chief

Philadelphia, PA | September 2018 - October 2022

- Designed covers and spreads to create annual 300-page publication using StudioWorks online software
- Collaborated with StudioBalfour Publishing Representatives to review progress and meet deadlines
- Organized and led weekly meetings with staff to distribute tasks and maintain book progress

## SKILLS

Adobe Creative Suite

Microsoft Office

Figma / Sketch App

HTML5 / CSS

Slack

Zoom

Branding / Identity Design

Package Design

UI / UX Design

Publication Design

Social Media

Miro