

# Allaina Jeffreys

Graphic Design  
United States

View the full portfolio at <http://www.thecreativefinder.com/allainajeffreys>

## Professional Experience and Curriculum Vitae

A left-brained designer with a BFA from the University of Utah.

I am a professional designer for both print and web; Everything from business cards and large format posters to web banners and email marketing campaigns. In addition, I'm a competent copywriter with strong verbal and presentations skills. I am analytically driven which enables me to find practical, creative solutions. I am both concise and precise which keeps my work simple, clean and error free. In my spare time, I enjoy exploring drawing, photography, modeling, reading and new design techniques. I immerse myself in the creative community and continue to work towards becoming a better designer.

## Previous Clientele

Phytomer, Phytoceane, Fleurs, Equavie Organic, Vie Collection, LeSpaUSA.com, AquaVie Day Spa, AccessData, Cox Communication

## Awards and Accolades

View resume on my website.

Bachelor of Fine Arts | Graphic Design | University of Utah, Salt Lake City (Aug 2006 to May 2011)

Exhibitions

U of U Annual Student Art Exhibition Ad Campaign exhibited in Annual U of U Juried Graphic Design Showcase.

Project Lead: Carol Sogard. Collaborators: Jayne Lever, Sam Bordstadt, Allaina [Dayley] Jeffreys.

Poverty Billboard chosen to be exhibited at the Salt Lake Art Center.

Mentors: Randall Smith, Allaina [Dayley] Jeffreys. Mentee: Giovanni Soto.

Fine art drawing exhibited in the Annual U of U Juried Student Art Exhibition.

Societies

AIGA, Mortar Board, Honors Program

Designer | Print & Web | Phytomer Group Corporation, Salt Lake City | (May 2008 to Present)

Responsibilities

Maintain 7 established global brands under the Phytomer Group.

Carry out monthly promotions; gather details, copywrite content, design POS displays, manage marketing emails.

Operate on a tight deadline to design digital content that is optimized following web best practices.

Manage and carry out e-commerce promotions; publish content, handle email campaigns and alter CMS settings.

Design layout and maintain consistency of email marketing campaigns; HTML & CSS manipulation.

Design layout and maintain styles of multi-page product and procedure catalogs.

Collaborate with Education Dept. to establish information architecture for product and procedure print catalogs.

Design business cards, kit covers, shelf talkers and other marketing deliverables for

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