

# ALLISON TOOHEY

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## OBJECTIVE

My goal is to use the skills I have developed in my education and work experience to contribute to the success of an unforgettable brand, a remarkable publication, or an innovative twist on design. I am interested in a job that gives me the opportunity to constantly learn and the ability to be involved with a team of people to creatively solve problems leading to real-life results. My Visual Communications background has given me the skills to think outside the box, and approach problems in an unprecedented way. Learning the basic fundamentals of design has given me a critical eye for the refinement of my graphic design and typography.

## EXPERIENCE

### DESIGNER, CRITICAL MASS, CALGARY AB. 2010 - PRESENT.

Working as a digital designer on the AT&T account. My role is to work with a team of people to create a positive user experience through interactive design as it pertains to the brand.

### ART DIRECTOR, CONGLOMERATE MAGAZINE, CALGARY AB. 2009 - PRESENT.

The creative director for a fashion week magazine launched in Canada in 2009. Responsible for all art direction, organizing of photo shoots, contacting contributors, page layouts and overall design of the entire magazine.

### CONTRACT DESIGNER, CREATIVE INTELLIGENCE, CALGARY AB. 2009 - PRESENT

Worked as a contract designer for the Calgary based design firm Creative Intelligence. Worked on various branding projects and Alberta Government publications.

### DESIGN INTERN, ELEMENTE MAGAZINE, CALGARY AB. MAY 2009 - AUGUST 2009

Worked part-time as an intern for the Canadian design magazine and learned about the inner workings of magazine. Dealt with page layouts as well as putting together advertisements for the magazine.

### DESIGN INTERN, SWERVE MAGAZINE, CALGARY AB. MAY 2009 - AUGUST 2009

Worked part-time as an intern for Swerve magazine, a weekly publication in Calgary. Dealt with page layouts, formatting photography and contacting contributors.

### CANADIAN GEOTHERMAL ENERGY ASSOCIATION, CALGARY AB. 2009 - PRESENT

Contract designer for The Canadian Geothermal Energy Association (CanGEA). Worked with CanGEA to create document templates and promotional material for various industry conferences.

## EDUCATION

ALBERTA COLLEGE OF ART AND DESIGN - Bachelors Degree in Design

## AWARDS

### APPLIED ARTS STUDENT AWARD - EDITORIAL DESIGN - 2010

Awarded for achievement in international student design.

## SKILLS

Conceptual Design | Brand Strategy | Digital Design | Art Direction | Typography | Photography

## REFERENCE

REFERENCES WILL BE AVAILABLE UPON REQUEST

## PORTFOLIO

ALLISONTOOHEY.COM