

Allison PINZ

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EXPERIENCE

DESIGN + SOCIAL MEDIA • #BUILTBYGIRLS/VERIZON MEDIA GROUP • JAN 2018-PRESENT

- Uses creative and strategic thinking to transform the brand design into an engaging, unique persona that our core audience of girls between the ages of 15-22 could relate to
- Extended the branding foundation to be more structural, and universal by creating consistent assets for materials such as the social media page, website, and a Times Square billboard

COFOUNDER/CEO • YOKE • DEC 2017-JUNE 2018

- Designed an app that delivers non-biased political information to young news readers and invites them to start their own conversations
- Used prototyping programs such as the Adobe Creative Suite, Sketch and InVision and implemented immersive digital and in person testing experiences to inform development of the flows and user experience
- Developed a multifaceted business model for the app as one of the accepted 11 teams in The New School's Venture Lab- a 15 week incubator for social impact businesses

STRATEGIST • INNOVATION FOUNDRIES • JUNE 2017-JULY 2017

- Collaborated with a client team to create a tangible, marketing based solution for The De'Longhi Group by consulting challenges through researching growth channels, and iterative testing within the Italian markets

DESIGN INTERN • DREAMWORKS' AWESOMENESSTV • JULY 2016-AUG 2016

- Strategized new social media brand development with channel Art Director which included promotional and video assets for a channel audience of over 150,000 millennials
- Initiated and chaired a social media GIF campaign that has gained some of the highest social media response of the brand

EDUCATION

Parsons School of Design
May 2018
Bachelors of Business
Administration in Strategic
Design and Management
with a Communication
Design Minor
Academic and Departmental
Honors

SIDE HUSTLES

Oct 2017-May 2018: Parsons
Student Senate Executive
Advisor
Oct 2016-Oct 2017: Parsons
Student Senate President
Dec 2014-May 2018: Parsons
School of Design Deans List
Sep 2008-Nov 2017:
Developmental Disabilities
Institute Creative
Management Volunteer

SKILLS

- Visual Design
- Design Thinking
- Design Research
- Illustrator
- Photoshop
- Sketch
- InVision
- HTML/CSS
- InDesign