

# Allison PINZ

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allisonpinz.com

## EXPERIENCE

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### 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 which ultimately has increased the social following by over 100%
- Currently developing an extension of 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
- Recreating and redesigning the structure and flow of internal digital products, such as a KPI Dashboard, to be more functional for all parts of the team

### 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

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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

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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

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- Production Design
- Design Thinking
- Sketch
- InVision
- Illustrator
- Photoshop
- Digital Animation
- Brand Strategy
- HTML/CSS