

# ALLISON HSIEH

Visual / Graphic Designer

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## CONTACT

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## EDUCATION

**University of California, Davis**

Bachelor of Arts, Design

Minor in Communications

Sep 2016 - Jun 2020 / GPA: 3.96

## SKILLS

### Design

Graphic Design

Brand Design

Web Design

Product Design

UI/UX

Illustration

### Tools

Figma

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe XD

Slack

Jira

Asana

## EXPERIENCE

### Graphic Designer

*Oportun / Sept 2023 - Nov 2023*

- Led creative design for all desktop and mobile website experiences
- Evolved and extended visual language across all digital collateral, including mobile screens, webpage experiences, and internal assets

### Graphic Designer

*Rothy's / Apr 2022 - May 2023*

- Creatively spearheaded and designed all email user experiences, reaching over 1 million people weekly
- Developed design system for 2023 digital marketing campaign that drove \$17.6 million sales in one week
- Strategized with cross-functional partners to facilitate design and marketing direction

### Visual Designer

*BetterHelp / Jun 2020 - Jan 2022*

- Developed and maintained cohesive visual identity across web, product, and marketing platforms
- Executed design collateral and experiences to drive top-notch user experience and retention

### Marketing Designer

*ASUCD Unitrans / Apr 2017 - Jun 2020*

- Elevated visual design foundations on all marketing collateral for the City of Davis transit system
- Executed marketing design campaign that quintupled campus voter turnout in three months