

# ALISON HO

408.410.4256 • [hello@alisonho.net](mailto:hello@alisonho.net) • <http://design.alisonho.net>

## DESIGN EXPERIENCE

### **Graphic Designer**

*Stanford University, Pre-Collegiate Studies • Stanford, CA • May 2016-present*

- Manage the Stanford Pre-Collegiate Studies brand, which encompasses 17 unique programs, across multiple channels in collaboration with key stakeholders.
- Produce print and digital marketing materials to meet quantitative business goals and to appeal to specific target segments.
- Coordinate workflow with print and promotional merchandise vendors to produce high quality and cost efficient collateral.
- Work with web developers to create highly functional websites with delightful user experiences.
- Improve visual assets by hiring and providing creative direction to freelance photographers and videographers.

### **Freelance Designer & Project Manager**

*2010-present*

- Developed proposals, concepts, and strategy to facilitate the creation of presentations, brand identities, websites, and print collateral.
- Worked with clients such as University of Oregon, UC Santa Barbara, Baidu Silicon Valley AI Lab, Loma Communications, and small businesses.

### **Graphic Designer/Technical Resource Analyst**

*Stanford University, Graduate School of Business • Stanford, CA • Sept. 2015-May 2016*

- Oversaw design and production of classroom materials, ensuring that they meet a consistently branded look and feel.
- Collaborated with other designers, faculty assistants, and faculty to fully understand content and goals of materials.
- Evaluated existing workflows to design tools and develop new processes to streamline service.

### **Senior Graphic Designer**

*University of Oregon, Department of Art • Eugene, OR • Jun. 2014-Sept. 2014*

- Worked with Department Head to market interdepartmental programs and goals across multiple channels including social media, print, and digital.
- Designed templates for large publications and managed student designers through content implementation.

### **Web Design Intern**

*Pixel Spoke • Portland, OR • Jan. 2010-Jun. 2010*

- Collaborated with Creative Director to re-design PixelSpoke's website by creating development ready templates for sub-pages, drawing icons, and producing marketing materials such as white papers.

### **Brand Design Intern**

*Uffindell • London, UK • Jun. 2008-Aug. 2008*

- Provided support for the design and production teams by selecting stock imagery, researching banking institutions in London, and making physical prototypes.

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## OTHER PROFESSIONAL EXPERIENCE

### **Instructor**

*University of Oregon, Department of Art • Eugene, OR • Jul. 2013-Jul. 2015*

- Developed curriculum for the following undergraduate courses: *Understanding Contemporary Media, Print Media Digital Arts, Introduction to Video Art, Digital Drawing, Interactive Digital Arts, and Digital Imaging.*
- Developed curriculum for *Design Camp*, a pre-collegiate program that introduces students to a wide breadth of art and design disciplines.

### **Graduate Teaching Assistant**

*UC Santa Barbara • Santa Barbara, CA • Sept. 2011-Jun. 2013*

- Taught sections in both the Department of Art and the Department of Asian American Studies.

## EDUCATION

### **Master of Fine Arts, Art, 2013**

*University of California Santa Barbara*

- Research in book arts, identity production, linguistics, and post-colonial theory.

### **Bachelor of Fine Arts, Digital Arts, 2010**

*University of Oregon*

- Research in communication design and print media.
- Minors: Business Administration & Community Arts

## WORKSHOPS

*Duarte Academy*

- Visual Story Workshop
- Slide Bootcamp

## SKILLS

### **Software**

InDesign, Illustrator, Photoshop, Lightroom, Acrobat Pro, Premiere, PowerPoint, Word, Excel, Wordpress, Drupal, Blackboard, Canvas, Keynote, iMovie, Google Docs, Google Slides, Google Drive, Dropbox, Balsamiq

### **Production**

Typography, Large Format Printing, Digital Photography, Vinyl, Laser Cutting, Letterpress Printing, Bookbinding, Screen Printing, Prototyping, Wireframing, FTP, HTML, CSS, LaTeX, Processing

## HONORS

*UC Santa Barbara*

- University of California Regents Special Fellowship, 2011-13
- Israel Levitan Graduate Fellowship, 2012

*University of Oregon*

- Center for Multicultural Academic Excellence Outstanding Faculty Mentor, 2015
- Graduated Magna Cum Laude, 2010
- Diversity Excellence Scholarship, 2009
- Dean's Non-Resident Scholarship, 2005-10