



**ALLIE CLOUSPY**

**Senior Motion Graphic Designer & Illustrator**

ACLOUSPYDESIGN.COM | ACLOUSPYDESIGN@GMAIL.COM | 717.698.5302

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## SUMMARY

Accomplished Senior Graphic Designer with a proven track record of elevating brand aesthetics and engaging audiences for clients such as LTK, Target and Pepsico. Expert in digital illustration and art direction, adept at leading brand overhauls, and driving visual strategy to ensure compelling online presences.

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## EXPERIENCE

### Senior Graphic Designer

Ballantines Public Relations - Los Angeles, CA (Remote)

OCTOBER 2018 - PRESENT

- Creation and maintenance of media lists on Cision/Vocus along with creation and sending of weekly press releases, client proposals, case studies, and website maintenance.
- Direct client work with major brand campaigns (Waldorf Astoria, Amazon Prime, Netflix, The Beverly Hills Courier) budgeted at \$5,000-\$40,000 a month.

### Social Media Designer

Metter Media - Boston, MA (Remote)

JANUARY 2023 - February 2024

- Successfully increased BluebirdBio's social media engagement by 35% over a 6-month period through the implementation of visually impactful content strategies and campaigns.
- Played a pivotal role in launching Takeda's new product campaign, resulting in a 25% increase in social media impressions and positive sentiment.

### Senior Motion Designer

LTK (Formerly RewardStyle) - Dallas, TX (Remote)

MARCH 2021 - JULY 2022

- Design of global video campaigns and advertisements (as seen on Bloomberg, CBS, Cheddar).
- Built out LTK's in-house video motion team from 2 members to 5 in 3.5 months working directly on in-app video integration with other apps (TikTok, Instagram).
- Direct client work with major brands (Target, Walmart, NET-A-PORTER, Nordstrom) to create cross-promotional video advertisements and sales marketing material.

### Senior Graphic Designer

Goldbelly - NY, NY

SEPTEMBER 2016 - AUGUST 2018

- Served as the first company design hire.
- Built out brand styleguide and implemented new UI/UX to streamline regional purchasing of clients' food and product.
- Regular brand audits and site builds for regional and national food brands (Ladurée U.S., Cake Boss, Joe's Pizza, Katz Deli) to increase orders.

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## FREELANCE

### Storyboard Artist & Illustrator

Encyclopedia Britannica - Chicago, IL (Remote)

MAY 2023 - PRESENT

### Senior Packaging Designer

Tiny Sprouts - NY, NY (Remote)

APRIL 2021 - PRESENT

### Art Director

Self-Esteem Rising - NY, NY (Remote)

MAY 2018 - PRESENT

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## BRANDS & CLIENTS

ABC • WALDORF ASTORIA • AMAZON PRIME • TARGET • iHEART MEDIA • STAVVY • TAKEDA • BLUEBIRD BIO • BLOOMBERG • CBS • CHEDDAR • WALMART • PEPSICO • BRITWEEK • LADUREE PARIS • ENCYCLOPEDIA BRITANNICA • NETFLIX • NORDSTROM

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## SOFTWARE

ADOBE ILLUSTRATOR • ADOBE PHOTOSHOP • ADOBE PERMIERE • ADOBE AFTER EFFECTS • ADOBE DREAMWEAVER • FIGMA • HTML + CSS • ASANA • TRELLO • CISION • CORPORATE IDENTITY

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## EDUCATION

### YORK COLLEGE OF PENNSYLVANIA

Bachelor of Arts in Graphic Design

Bachelor of Arts in Illustration & Art History

SEPTEMBER 2011 - MAY 2015

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## PRO BONO WORK

### Public Speaker & Design Mentor

Nepris Inc.

JANUARY 2018 - PRESENT

### Studio Partner

Indivisible Creatives, Civil Rights & Social Action

DECEMBER 2016 - PRESENT