

# TERRI MCALLISTER

[www.TerriMcAllister.com](http://www.TerriMcAllister.com)

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## » EMPLOYMENT

### **Aug. 2017 – Present** **Freelance Graphic Designer**

#### Blue Ink

Provide freelance services for both print and digital services including logo design, menu design, branding, publications, social media ads and event signage for clients including: Microsoft, Amazon, World Trade Center Seattle, Lynnwood Convention Center, Eures, and more

### **September 2012 – June 2017 (5 years)** **Multimedia Designer**

#### Central Bank Center

Responsible for daily website maintenance, promotional print materials, email marketing, social media, video production and online display ad campaigns for the following venues: Rupp Arena, Lexington Opera House, Lexington Convention Center, and Lexington Center Museum & Gallery

### **August 2007 – Present** **Freelance Web & Graphic Designer**

#### New Vibe Web Design

Provide contracted freelance services such as art direction and design concepts for website layouts and print media production

### **August 2006 – January 2012 (6 years)** **Creative Director**

#### Aligned Web Solutions / MyFoodDiary

Responsible for branding, HTML/CSS, and integrating design elements into classic ASP environment, along with the creation of digital marketing materials and google ad campaigns for MyFoodDiary.com a food, exercise and nutrition tracking website.

### **February 2003 – March 2005 (2 years)** **Lead Web Designer**

#### Visual Edge Design

Created websites, flash presentations, logos and print brochures for over 150 individual clients. Successfully managed a team of 4 junior designers and helped the company gain notarization as one of Tampa Bay's leading web design firms.

## » PROFESSIONAL SKILLS

### **Software:**

Photoshop  
Illustrator  
InDesign  
Dreamweaver  
Premiere  
After Effects  
MS Office

### **Development:**

HTML  
CSS  
Javascript

### **Integration:**

ASP  
ASP.NET  
PHP

### **Services:**

Mailchimp  
Constant Contact  
Wordpress  
Squarespace  
Wix  
Google Anaylitycs  
Google DFP  
Sketch  
Basecamp  
Keynote  
Powerpoint



» EDUCATION

**Associate of Science Degree in Digital Media**

**Full Sail University**

Winter Park, Florida

Graduated: March 2002

**Web Design & Digital Imaging**

**Ringling College of Art and Design**

Sarasota, Florida

Summer Session: 1999

» REFERENCES

**Work Reference:**

**Amanda Korb**

Chief Design Officer & SheEO

Blue Ink

13030 Linden Ave N C, Seattle, WA 98133

206.551.8770

ak@blueinkcreates.com

**Work Reference:**

**Sheila Kenny**

Director of Marketing & Communications

Central Bank Center

430 W Vine St, Lexington, KY 40507

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**Work Reference:**

**Chad Phillips**

President / CEO

New Vibe Web Design

2770 Arapahoe Rd #132-186

Lafayette, CO 80026

720-335-6552

chad@newwibewebdesign.com

» CLIENT TESTIMONIALS

**Terri is the best.** She is talented and thoughtful. She brings everything we need to a project. Every time I embark on a task needing art – a logo, an invitation, or our big annual newsletter – I feel grateful to know Terri. I recommend her highly.

**Jennifer Braun**

Executive Director,

International Midwife Assistance

**Terri McAllister is one of the most talented, competent, and easy to work with professionals I've ever had the pleasure to do business with.** We asked Terri to take on the monumental task of designing and building a website with a storefront, in a very short amount of time. Terri had no problem meeting our deadlines and delivered us the website we wanted. The entire time, she was able to educate me and my staff on the inner workings of the site so that we can now understand and utilize its features. I recommend Terri for any web development and design work. She's what we call in the biz, 'super-pro.'

**John Ferguson**

Owner, Desperate Spirits Records

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MCALLISTER