

Allison Pauley

Portfolio

allisonpauley.com

apauley1@gmail.com

+1-763-202-5017

440 University Ave NE
Minneapolis, MN 55413

Bio

Freelance web designer who collaborates with businesses to design seamless user experiences that build brand value and influence action. Highly strategic and empathetic, develops compelling user focused solutions. Multidisciplinary, with an education in web design and interactive media, bachelor's degree in art history and background in fine art. A tech-curious explorer, trend focused, excited by the ever evolving digital industry. Continuously guided by what makes art and design intrinsically human and how people use the technology of their time to communicate and inspire.

Tools

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
HTML/CSS
Axure
Sketch
Invision

Skills

UX/UI Design	Client Management
Wireframing	SEO Marketing
Prototyping	Content Writing
Responsive Web Design	Visual Design
Asset Creation & Optimization	Highly Collaborative
Digital Branding	

Clients

Laurel Wealth Planning	Web Re-design, UX/UI Design	2020
Liberty Tree Farm Weddings	Web Design, UX/UI Design	2020
Echo Hair Design Studio	Web Design, Branding, Logo	2020
True North Authentic Life Coaching	Web Design, Branding	2019
Avant Garden Anoka	Web Re-design, Branding	2019
Uniquely Yours Home	Web Re-design, Branding	2019
TechStars: Renewal Mill, Induction Food Systems	Web Re-design	2018
AGN International	Web Re-design	2018

Other

Chimborazo	Server	2015-Current
Munster Rose	Floral Designer	2016-2017
Urban Arts Academy	Education Specialist Intern	2015
Exhibits Development Group	Sales & Marketing Intern	2013

Education

Minneapolis Community and Technical College	Certificate, Web Design & Interactive Media	2018
University of Minnesota, Twin Cities	Bachelor of Arts, Art History	2013
Minneapolis Community and Technical College	Fine Art	2010