



allison chapas

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DESIGN EXPERIENCE:

Chapas Design, San Francisco, CA

Freelance Designer, Art Director Ongoing

- Provide end-to-end Web site services, including conceiving, design, UI, production, hosting, and site maintenance.
- Projects range from Web-based applications to strategic marketing campaigns to promotional sites.
- Clients include tech, consumer goods, agencies, B2E solutions, e-commerce, entertainers, and small businesses.
- Clients: Adobe, Apple, Johnson&Johnson's K-Y Brand, Walmart.com, Design Within Reach, UCSF Women's Health, ImageShack/yfrog.com, TerraPass, Exploratorium, Leapfrog, Project Runway 4, eLUXURY, Commercial Fishermen of America, Williams-Sonoma, Dogtown Development, Connexed.com.

Apple, Cupertino, CA

Graphic Designer 9/04 – 5/05, 8/05 – 2/06, 7/06 – 12/06

- Online and print designer for Product Marketing team's product, launch, seminar, event, and retail initiatives.
- Projects included Web-based direct marketing campaigns via promotional emails, landing pages, and postcards.
- Designed and coded emails, landing pages, and external partner emails by preparing and optimizing for blasts.
- Internal clients included: dot mac, education, pro markets, retail, product marketing, product launch, iTunes.

Grey Direct, San Francisco, CA

Interaction Designer 1/04 – 9/04

- Collaborated with agency Studio to provide online production and support for interactive advertising campaigns.
- Projects included Web-based direct marketing campaigns, promotional emails, banner ads, and landing pages.
- Completed and produced finished designs by re-sizing banners, preparing and optimizing images for HTML pages.
- Clients: Gateway, Wells Fargo, Sun Microsystems, Oracle, Nokia, McAfee, Wellpoint, SKYY, San Francisco Zoo.

Smart Design, New York, NY

Graphic Designer 5/03 – 9/03

- Intern support for graphics team project planning, product branding, identity, strategy, and production.
- Client projects include Hewlett-Packard strategy, Briggs & Riley Travelware branding and presentation drawings, OXO International bowl graphics, Shell presentation images, and Moving Comfort photo books.
- Assist internal business and marketing initiatives with templates, press collateral, and graphics standardization documents.

Televoke, Inc. (now de Carta), San Francisco, CA

Graphic Designer 9/00 – 7/02

- Created and managed aesthetics, graphics, and navigation of corporate telematics Web site.
- Managed graphic design, production, and UI of customer branded partner sites.
- Designed and produced sales kits and marketing print collateral for new software product.
- Supported development team with HTML prototypes and front-end design.

Citysearch, Boston, MA

Web Designer 3/00 – 8/00

- Designer for local arts and entertainment portal that provides in-depth local content and services.
- Managed overall site aesthetics and created national guides and features.
- Re-structured site workflow process in order to improve overall site production and efficiency.

EDUCATION:

Cornell University, Ithaca, NY

College of Architecture, Art, and Planning, Bachelor of Fine Arts, May 1999

Major: Fine Arts, Combined Media and Installation

Cornell Rome Program, Palazzo Lazzaroni, Italy

Maud Alice Palmer Scholarship, Dean's List

SKILLS:

Photoshop, ImageReady, Illustrator, HTML, Dreamweaver, BBedit, Flash, Fireworks, InDesign

Microsoft Office Suite, Proficient on PC and Mac platforms. Proficient in conversational Italian.

AWARDS, TALKS & ASSOCIATIONS:

Oracle ThinkQuest Education Foundation Young Professionals Panel, October 2006, San Francisco, CA

HOW Magazine International Design Annual, April 2004, Merit Award for Smart Design IDSA "Cool Map"

Taproot Foundarion, Creativity Explored Volunteer, AIGA Studio 5 Program, SFMOMA Matches Program, LooseKnit design group