



# ALLISON MIA YOWNEY

DESIGNER

## CONTACT

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## ♥ GET TO KNOW ME

My name is Mia and I am a graphic designer based in Edmonton, Alberta with 13 years of industry experience. Refreshing dated material brings me joy and I love the challenge of creating beauty from a blank page!

I love people, thrive in diverse work environments and bring a high level of organization, creativity and professionalism to every project.

## 🎓 EDUCATION

### **Grant MacEwan University**

Print Design & Illustration 2008 - 2011

### **Grant McEwan College**

Design Foundations 2007

### **University of the Nations**

Digital Communications 2006

## ★ WHAT I'M GOOD AT

- Graphic Design
- Web Design & Development
- Digital & Social Media Marketing
- Branding & Identity
- Project Management
- Organization
- Typography
- SEO & E-Commerce
- Creative Writing
- Leadership
- Teamwork
- Adaptability

## 🧰 EXPERIENCE

### **CRBN Collective 2024 - Present**

Interior Designer + Professional Organizer + Property Manager

- Administer interior design consultations with clients to help assess their needs for furniture, decor and color palette in their homes
- Research, deliver and install products for professional organization in clients' homes to achieve efficient, sustainable and aesthetically pleasing results
- Provide property management, guest support, coordinate finances with owners, product re-stocking, professional cleaning and property maintenance for clients' Airbnbs and short-term rentals

## **Bertsch Creative 2011 - 2024**

### **Principal + Senior Designer**

- Created high quality graphic design and web design in the form of:
  - Corporate branding & identity (logos, brand guidelines and stationary)
  - Digital marketing & social media marketing (web banners, advertisements and social graphics)
  - Event promotional materials (signage, pamphlets, mail-order postcards and branded merchandise)
  - Customized in-house templates (e-newsletters, monthly retail flyers and staff events)
  - Photography (products and events)
- Project management (managed the project from initiation, planning to execution as well as trained departments in Asana; project management software)
- Implemented and maintained organized data bases of media files, photography and past projects
- Created, edited, reviewed and provided feedback to clients to improve the verbiage on their marketing materials and online presence
- Oversaw print production with local printers to ensure accuracy, quality and timely completion
- Client engagement throughout process of project including providing proofs, follow-up communication, approvals and invoicing

## **Alcanna/SNDL 2022 - 2023**

### **Graphic Designer + Web Designer**

In addition to providing corporate marketing support to Alcanna/SNDL, I was also responsible for the following brands: Wine & Beyond, ACE Liquor, Liquor Depot and Value Buds

- Graphic design
  - Seasonal marketing materials
  - Corporate (100<sup>th</sup> year anniversary branding, staff spotlight features and internal templates)
  - Weekly retail flyers
  - In-store seasonal & special event signage (retail signage, banners and promotional materials)
- Web design, development & maintenance
  - Web advertisements and banners
  - Social graphics
  - Weekly online flyer refresh & implementation
- Experience in managing vendor relationships
- Special event and product photography (professionally captured images and photoshopped them for a variety of projects to support strategic goals and branding)

## **Home Alive Pets 2017 - 2018**

### **Graphic Designer + Web Designer**

In addition to providing corporate marketing support to Home Alive Pets, I was also responsible for a variety of Pet brands such as Acana, Blue, KONG and Greenies:

- Graphic design
  - Seasonal marketing materials
  - Corporate (branding & identity, staff cards and internal templates)
  - Weekly retail flyers
  - In-store signage (retail signage, banners, end caps, point of purchase displays and promotional materials)
- Web design, development & maintenance
  - Web advertisements and banners
  - Social graphics
  - Weekly online flyer refresh & implementation
  - HTML & CSS
  - Wireframes in Balsamiq
- Project management (responsible for ensuring that other members of the marketing team met deadlines, guided communication between departments and trained the Staff in Asana)
- Digital advertising (created video and TV advertisements for exterior signage at a variety of retail locations)
- Experience in managing vendor relationships
- Product photography (took brand specific photography for seasonal/promotional features to use in underlays and advertising)

## **Professional References**

Available upon request