

# Allie Yacina

GRAPHIC DESIGN, ART & ILLUSTRATION

## CONTACT

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Email: allie@allieyacina.com

Website: allieyacina.com

Phone: 610.247.1512

## ABOUT

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My values are trust, courage, balance and communication. I employ a warm, down-to-earth approach focused in empathy to produce successful, marketable results.

Originally from Philadelphia, I currently live in Portland, Oregon and utilize free-time for illustrating, rock climbing, and finding new trails to explore in the PNW.

## EDUCATION

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### BFA VISUAL COMMUNICATIONS

2012–2016

University of Delaware

## SKILLS

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### HIGHLY PROFICIENT:

Adobe Illustrator, InDesign, Photoshop, concept development, digital and analogue illustration, vector design, typography, Google Suite, Procreate

### PROFICIENT:

Adobe After Effects, Bridge, Lightroom, Premiere Pro, Trello, Asana, Basecamp, Constant Contact, copy editing/proofreading in Chicago and AP style, Sketchup, Squarespace, Wordpress, Wix

### HARDWARE:

2019 Macbook Pro Laptop, Adobe CC, Dropbox Account, iPad and iPencil, large format EPSON Scanner, reliable internet connection

## EXPERIENCE

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### GRAPHIC DESIGNER

#### Modern Times Beer

Portland, OR • June 2021 – Present

In my current, full-time position, I design special-release beer and coffee labels as well as merchandise from scratch. In this role I have honed concept development skills as well as vector-based production skills.

### CREATIVE LEAD

#### Racila Design

Portland, OR • Fall 2016 – April 2021

Graphic designer and project leader for a small design studio. My role was to organize and maintain multiple client accounts in numerous leading industries. As a team as well as independently, I executed: brand development and logo design, social media strategy and design, website design, exterior advertising design, magazine ads, brand book development and publication, and more.

### GRAPHICS DESIGN MANAGER

#### UDPAC Summer stage

Upper Darby, PA • Summer 2018

In this role I created marketing deliverables for seven children's theatre shows including show posters, mailing cards, website graphics, programs, bookmarks, and t-shirt graphics. I came in under budget by nearly half.

### DESIGNER

#### Risk Management Association

Philadelphia, PA • Summer 2016

### DESIGN INTERN

#### SpotCo

New York, NY • Winter 2016

### DESIGN INTERN

#### Aramark

Newark, DE • Summer 2015

## AWARDS AND EXHIBITIONS

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### FISHBOWL GALLERY

#### March Group Show

Portland, OR • 2022

One of four Portland artists exhibiting new work (Jack Graydon, Lettie-Jane Rennekamp, and Clay Tatum). I exhibited seven gouache paintings.

### FINALIST

#### Portland Parks Foundation – Parks Poster Project

Portland, OR • 2020

One of four Portland-based illustrators selected by a panel of judges to illustrate a poster depicting a local park (Laurelhurst).

### PEOPLE'S CHOICE WINNER

#### Design Equity Tournament

Portland, OR • 2019

Hosted by Visible Alliance. Participants work individually or in teams over the course of 4 hours to develop a logo and one-page style guide including supporting typographic styles, color palette, & brand elements.

### SCHOLARSHIP AWARD

#### Robert Geuder Prize

University of Delaware • 2015

Given to third-year, BFA Visual Communications students for proven creative excellence & demonstrated leadership.