



Allyson Brooks

Graphic Design & Production Art

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SKILLS



- Logos
- Branding
- Graphics for Web & Print

- Catalogs
- Newsletters
- Book Covers & Layout

- Signage
- Packaging
- Trade Show Collateral



- Color Correction
- Photo Re-touching
- Photo Manipulation



- Pre-flight
- Pre-press
- Proofreading

SOFTWARE

Adobe Creative Cloud

- Photoshop
- Illustrator
- InDesign
- Acrobat

Microsoft Office

- Word
- Excel
- Powerpoint

Content Management

- Wordpress
- Trello
- Slack

EDUCATION

Kennesaw State University

Bachelor of Science - Psychology
Minor - Professional Writing

Art Institute of Atlanta

Associate of Arts - Visual Communication

EXPERIENCE

PANDAHEAD PRODUCTIONS

Freelance Graphic Designer & Production Artist

Publisher of Table-Top Role-Playing Games

January 1999 to May 2018

- Main Book Line: *Xcrawl: Adventures in the Dungeon Crawl League*
Ten tabletop role-playing game books
Game nominated for five gaming industry awards
- Creation, Design, and Production of *Meddling Kids*
A tabletop role-playing game for people new to TTRPGs
Authored complete game world and mechanics
Nominated for 2 industry awards: Best Game & Best Writing
- Design & Production of *Primal Tales*
Supplemental book for use with Goodman Games' *Dungeon Crawl Classics* TTRPG

Design & Production Services for Eleven Separate Freelance Clients

January 1999 to Present

Graphic Design & Art Production Services provided (*but not limited to*):

- Logo Design and Branding Guides
- Web and Social Media Graphics
- Book Covers and Layout (print and e-book)
- Icons and Illustrations
- PDF Forms for Fillout
- Ad & Banner Design and Production
- Newsletter Design and Production

JRNYMAN PUBLISHING (Pandahead Client)

July 2017 – July 2022

Part-time Freelance, Remote

- Created, Designed, & Produced two book covers
- Interior Design and Layout of two books (print & digital)
- Logo Design for JRNYman Publishing & three podcasts
- Established Branding Guides for all logos
- Adapted logo files for promotional product creation

GOODMAN GAMES (Pandahead Client)

August 2022 – June 2024

Part-time Freelance, Remote

- Created Photoshop graphics for website and social media
- Distributed new digital books to four online retail outlets
- Created & maintained living inventory spreadsheet of digital books

EPSILON

July 2016 – February 2017

Graphic Designer

Full-time, In House

- Worked with account managers & project coordinators in Atlanta & San Diego to assemble marketing strategies for clients in the health and fitness industry
- Designed direct mail collateral, email, web pages, & banners
- Contributed to look-and-feel of seasonal design strategies to strengthen clients' market presence

THE HOME DEPOT

April 2016 – June 2016

Digital & Web Designer

Temporary Full-time, In House

- Proactively assisted Senior Designers & Marketing Leaders with creation of graphics for B2C email blasts
- Created animated gifs to amplify content

FABRIC.COM (Amazon)

February 2015 – September 2015

Digital & Web Designer

Full-time, In House

- Designed graphics for B2C email, website, & social media
- Standardized all digital promotional templates
- Organized all files & photography with a standard nomenclature
- Mentored by Creative Director in strategies & best practices for User Experience Design & User Interfaces

SCHAWK

December 2012 – June 2014

Graphic Artist

Full-time, Onsite at Kimberly-Clark (client)

- Responsible for production & pre-flight of packaging files according to overseas printer specs
- Streamlined the label-making process in Label Matrix software
- Proposed a data retrieval system for 32 language translations
- Award for Exceeding Performance Goals & Improving Morale



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EXPERIENCE continued

HALCO LIGHTING TECHNOLOGIES

July 2012 to November 2012

Senior Graphic Designer

- Worked directly with the VP of Marketing and the Marketing team on product strategies
- Created all packaging, advertising & trade show materials
- Designed & updated all sell sheets for sales department

PRAMAC AMERICA, LLC

October 2011 to June 2012

Graphic Designer

- Worked directly with Marketing Director and Pramac VP to create effective package branding for American retail products
- Designed & coded mobile site for consumer end

THERMAL FLUID SYSTEMS

April 2011 to August 2011

Graphic Designer

- Created & produced 20-page technical manual to improve sales & marketing

BIG STEEL KEG/INZONE, INC. (Pandahead Client)

January 2010 to December 2010

Graphic Designer

- Created branding guidelines to unify brand
- Responsible for packaging design of 16 accessories
- Created POS & POP to drive sales of main product
- Created trade show signage to draw conventioners to booth

SUREHEAT MANUFACTURING (Pandahead Client)

April 2008 to November 2009

Graphic Designer

- Improved packaging design of product line to stand out in retail stores
- Produced user manuals for consumers to properly understand products
- Photographed product locally & in-house to reduce company costs
- Streamlined organization of in-house design and photography files

AMBROSI & ASSOCIATES

February 2007 to February 2008

Graphic Artist

- Print production & preflight of files for GE Money & Home Depot accounts

EXPO DESIGN CENTER (HOME DEPOT)

March 2006 to February 2007

Graphic Designer

- Designed & produced all in-store signage for 34 retail stores
- Awarded recognition for work done above & beyond usual standards

THE BONDO CORPORATION (Pandahead Client)

October 2004 to December 2005

Graphic Designer

- Complete update of main product line packaging to improve retail image

PLAID ENTERPRISES

February 2003 to September 2004

Graphic Designer

- Designed & produced packaging & marketing collateral

THE AMERICAN LEGION POST #216

(Pandahead Client)

March 2001 to December 2002

Graphic Designer

- Created bi-monthly newsletter for The American Legion
It initiated a 25% increase in membership
- Awarded Best Newsletter in State & Nation by GALPA & NALPA journalistic associations

EARLY EXPERIENCE

IBM EADS INSTRUCTIONAL TECHNOLOGY

2000-2001

Graphic Designer

- Digital Graphics for CD-ROM instructional videos

MILLER-ZELL AGENCY

1999-2000

Graphic Artist

- Design & production of printed catalog for retailers

SP RICHARDS WHOLESALE

BUSINESS PRODUCTS

1996-1998

Graphic Artist

- Design & production of printed catalog for retailers

STAG-PARKWAY AFTERMARKET RV PRODUCTS

1995-1996

Graphic Designer

- Design & production of printed catalog for retailers

TR GRAPHICS SERVICE BUREAU

1994-1995

Color Output Technician

- Iris print and color-separated film output

CLASSIC GAMES

1993-1994

Assistant Art Director

- Design & production of board games & sports trading cards