



Allison Fries

Graphic Designer

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Profile

I studied creative advertising at Michigan State University and currently work as a Graphic Designer at NDVU+Lab, a Creative Agency. I have a good sense of humor and love using design for positive change. I'm a curious creator and love working alongside a diverse team, challenging myself and others to do better.

Education

Bachelor of Arts Degree / Advertising

Michigan State University

Creative Concentration

Design Specialization

August 2016

Experience

Graphic Designer

NDVU+ Lab

March 2021- Current

Illustrator / Graphic Designer

Upwork

January 2021- Current

Marketing Director

First Slice Coffee & Pie

April 2018- July 2020

Graphic Designer

Local Direct Media

December 2016- March 2018

Advertising / Social Media Specialist

Freelancer

Notable Clients: The Lyon Theater, Dirt

Squirt Auto, MSU Metro Detroit Alumni

December 2016- November 2018

Design Intern

Old Town Commercial Association

January - August 2016

Lead Graphic Design Teacher

City of Lansing Parks & Rec

June - December 2015

Skills

Design

Print and digital design, art direction, branding and identity, layout, typography, basic web management, styling and prep work for photo and video shoots

Software / Tools

Adobe Creative Suite, WordPress, Webflow, Microsoft Office, Procreate, Wacom Tablets

Social Media

Major platforms, paid and organic campaigns, text, graphics, photo, and video content creation, analytics, reporting and trends

Bonus

Digital illustration, animation and sketching, studio art concepts and principles, bookkeeping, teaching and education

Awards

2016 American Advertising Awards, Silver (2)

2016 American Advertising Awards, Gold (1)