

Allison Scollan

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Executive Summary

Highly skilled Senior Graphic Designer with over a decade of experience in creating compelling visual content across various industries. Adept at leading design teams and managing multiple projects simultaneously, from concept to execution. Proficient in utilizing advanced design software and innovative techniques to produce high-quality graphics for digital and print media. Strong ability to collaborate with marketing and product teams to develop cohesive and effective branding strategies. Demonstrated success in enhancing brand identity and achieving business objectives through creative and strategic design solutions.

Professional Experience

Senior Graphic Designer – Strategic Partnerships

Shaw Industries Inc., Dalton, GA | July 2024 – January 2025

- Lead the conceptualization and execution of high-impact visual designs for digital and print media, ensuring brand consistency and innovation.
- Mentor and guide junior designers, fostering creativity and encouraging skill development within the design team.
- Stay updated on industry trends, tools, and techniques to introduce fresh perspectives and elevate the design process.
- Collaborate with cross-functional teams to translate complex ideas into visually compelling and user-centric solutions.
- Manage multiple projects simultaneously, meeting tight deadlines while maintaining high-quality standards and attention to detail.

Senior Marcom and Creative Design Specialist

Artivion, Inc. (Formerly CryoLife, Inc.), Kennesaw, GA | March 2023 – July 2024

- Led the execution of a complete company rebrand alongside the Marketing Communications Director, collaborating with various vendors and cross-functional teams to successfully apply the newly developed brand identity across all marketing literature, digital platforms, the company website, and social media channels.
- Led the initiative to implement a project management tool for the marketing department, collaborating with internal teams to explore, evaluate, and select the most suitable solution.
- Designed and implemented a streamlined workflow for the chosen tool, overseeing its rollout across the marketing department and conducting training sessions to ensure smooth adoption and efficient usage.
- Led design, development, and execution of approximately 10 annual campaigns targeting patients and clinicians across digital platforms, while managing approximately 100 design projects, collaborating with cross-functional teams for successful delivery.
- Led the development and management of internal campaigns, crafting creative briefs and detailed launch plans to ensure cohesive brand messaging across all channels.

Print Design and Marcom Specialist

Artivion, Inc. (Formerly CryoLife, Inc.), Kennesaw, GA | December 2015 – March 2023

- Created impactful designs for websites, brochures, postcards, logos, animations, and digital ads, effectively communicating key messages and capturing the target audience's attention.
- Utilized WordPress to design and develop websites for key platforms like TheRossProcedure.org, Ascyrus.com, and HeartValveInsights.com, collaborating closely with cross-functional teams to ensure seamless implementation and user-friendly experiences.
- Managed primary website and patient/customer microsites, ensuring functionality, user-friendliness, and up-to-date content.
- Ensured brand consistency across communications, labels, and product development as a brand guardian. Developed detailed FDA/CE approved packaging and labeling, emphasizing compliance and attention to detail. Collaborated on graphic design for new product launches, successfully managing projects.

Education

- **Bachelor of Fine Arts in Graphic & Web Design**
Art Institute of Atlanta. Atlanta, Georgia, June 2022
- **Full Stack Web Development Certificate**
Georgia Institute of Technology Professional Education. Atlanta, Georgia, 2018
- **Associate in Arts in Graphic Design**
Art Institute of Atlanta. Atlanta, Georgia

Tools & Technologies

- **Adobe Creative Suite:** InDesign, Illustrator, Photoshop, XD, Animate, After Effects, WorkFront
- **Microsoft Office:** Excel, Outlook, PowerPoint, Word, Project
- **Other:** Figma, Sketch

Web Development

- **Languages:** HTML5, CSS, JavaScript
- **Front End:** WordPress, jQuery, Bootstrap
- **Other:** APIs, Git/GitHub, Visual Studio Code

Professional Development

- Lean Six Sigma Certification: Yellow Belt