

# ALLY HAMMOND

CREATIVE LEADER + GRAPHIC DESIGNER

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allyhammond.com

434-962-0555

## EXPERIENCE

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### SENIOR GRAPHIC DESIGNER

2019–Present

#### AMERICAN COUNCIL ON EDUCATION

- Led the design and editorial staff (3 direct reports) and managed the department budget to successfully produce over 300 projects annually
- Helped clients define creative goals, create the most impactful project, and measure success
- Acted as a thought partner with higher education leaders to produce industry-changing graphics, data visualizations, and reports
- Conceptualized, designed, and produced branded materials such as print collateral, nationwide marketing campaigns, social imagery, environmental graphics, and short animations
- Created original, recognizable, and cohesive branding for ACE's annual conferences, podcasts, and sub-branded sites
- Collaborated with marketing partners to write creative copy highlighting ACE's mission and story
- Implemented and improved upon highly-collaborative creative processes to ensure the timeliness and quality of each product

### GRAPHIC DESIGNER

2016–2019

#### AMERICAN COUNCIL ON EDUCATION

- Worked independently to create unique artwork and designs for print and digital materials
- Created interactive and easily digestible visuals to help readers accurately interpret large data sets or complex ideas
- Worked within the ACE brand guidelines to create cohesive and attractive publications
- Led the creative team in collaboration with editorial, marketing, and public relations staff to seamlessly release projects and advertise events
- Served on the 100th Anniversary Committee, creating special projects and council-wide initiatives

### PUBLICATION ASSOCIATE

2014–2016

#### AMERICAN COUNCIL ON EDUCATION

- Coordinated, organized, and managed production of more than 30 publications simultaneously, and over 300 annually
- Acted as the liaison between ACE and all clientele to ensure all publications are accurate, timely, and perfectly executed
- Collected and presented data to help continuously improve the production team's functionality

### EDITOR

2012–2014

#### BAE SYSTEMS

- Worked with the senior editor to edit technical documents pertaining to the operational testing of Marine Corps equipment
- Edited and produced a 300-page operational manual based on an understanding of complex content
- Decreased spending by digitizing training manuals for US Marine Corps and US Navy clients
- Designed graphics and presented key deliverables to clients for quarterly collaboration meetings
- Helped with the organization, data verification, and presentation of contract proposals

## EDUCATION

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2020–2021

### CERTIFICATE: FOUNDATIONS IN CREATIVE LEADERSHIP

IDEO-U

2016–2017

### CERTIFICATE: VISUAL DESIGN

General Assembly, Washington, DC

2008–2012

### B.A. PROFESSIONAL WRITING AND ENGLISH LITERATURE

Virginia Tech, Blacksburg, VA

## EXTRA CURRICULAR

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### LEAD PADDLER

2021–Present

#### LIVING CLASSROOMS

- Led groups of volunteers on the Anacostia River in collecting and categorizing trash, generating accurate data to help inform conservation policy
- Instructed free paddling lessons

### INSTRUCTOR

2012–2020

#### BOATING IN DC

- Led weekly kayak tours and instructed classes in kayaking and paddle boarding on the Potomac River
- Led a weekly river clean up, that over a 3-year span, removed over 8 tons of trash from local rivers

### POST-SECONDARY COACH

2012–2017

#### FOR LOVE OF CHILDREN (FLOC)

- Worked one-on-one with a DC high school student to support them throughout senior year and beyond
- Assisted with college applications, brainstorming and editing essays, and creating a functional resume

## AWARDS

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### GRAPHIC DESIGN USA

- 2018: Report Layout and Branding
- 2020: Infographic Design and Branding

### MARCOM AWARDS

- 2019: Platinum Annual Report and Gold Print Layout
- 2020: Gold Infographic Design and Gold Motion Graphic Video
- 2021: Gold Marketing Campaign

## TECHNICAL SKILLS

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- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Microsoft Office Suite
- Tableau
- Agile Project Management
- Branding & Identity
- Data Visualization
- Copywriting
- Print Production
- Digital Illustration
- ACA Level 2 Kayak Instructor & Educator