

Allie Rennard,

Graphic Designer.



415.328.9761

petcavicha@gmail.com

<http://www.allisonp.net>

Objective	I am seeking a full-time graphic design position, and would like to grow my skill set, responsibility and contribute to a creative team.
Education	Academy of Art University BFA in Graphic Design San Francisco, CA Jan 2013 — May 2017
Experience	<p>The Duckhorn Portfolio, Graphic Designer, St. Helena, CA Oct 2021 - Current Lead Designer for all 11 brands in the company's portfolio including Duckhorn Vineyards, Decoy, Goldeneye, Paraduxx, Migration, Calera, Cavasback, Postmark, Greenwing, Kosta Browne, and Sonoma-Cutrer. Develop and execute materials for print, packaging, in-store POS, digital and print ads, photoshoots, web content, social media, email and events. Work closely with brand managers and the greater marketing team to achieve great design for both the direct to consumer and trade sides of the business.</p> <p>Freelance, Graphic Designer, Novato, CA Jun 2021 - Oct 2021 Working with local companies and individual professionals on various projects such as logo development and website design.</p> <p>Worldwise Inc., Novato CA, Denver Colorado September 2017 - June 2021 Graphic Designer, Denver CO - October 2018 - June 2021 While continuing all previous responsibilities, expanded role of designing for all brands in bedding department and for additional brands, Sherpa, GoDog, and OlviPet. Rebranded all aspects of the company's most prominent bedding brand PoochPlanet. Designed artwork for all scratch related items under the SmartyKat brand as well as developed packaging for new toys. Organized, styled, scheduled and shot all lifestyle photography and video for all canine and cat brands. Created and managed content for social media channels and creative design, artwork, photography, assets for ecommerce, video, social media, packaging, sales materials, in-store signage, and development of new product lines.</p> <p>Print Production Novato, CA, September 2017 - October 2018 Assisted the graphic designers and team leads in updating artwork and releasing to printers for production. Brands included SmartyKat, PoochPlanet, TrustyPup, Prize, and TrulyDog. Worked on smaller package design, branding projects, product photography and photo editing.</p>
Software Skills	Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe AfterEffects, Figma
Affiliation	AIGA SF Chapter Active Member Feb 2016 — Present
References	Furnished upon request