

# ALLISON WALSH

awalsh@nd.edu  
18127B Bulla Road  
South Bend, IN 46637  
404.408.5711

**EDUCATION** University of Notre Dame, Notre Dame, IN  
BA Graphic Design, Marketing Concentration  
GPA 3.7 Dean's List 2000–2003

**DESIGN EXPERIENCE** *Design@ND, University of Notre Dame, Fall 2003*  
Initiating alumni newsletter for independent studies project;  
responsible for all stages of copy development, design, editing.

*Changing Times, University of Notre Dame, Fall 2003*  
Designing spreads for post graduation guidance magazine,  
distributed to college campuses across the country and the web.

*Creative Digital Group, Atlanta, GA Summer 2003*  
Creating sales proposal presentations for multimedia design firm;  
participating in film production, identity development as production assistant.

*Fernbank Museum of Natural History, Atlanta, GA Summer 2002*  
Developing copy for quarterly newsletter, website, various communication  
pieces for internship program; designing promotional material for internal,  
external publications; writing, distributing press releases, media advisories.

*Adworks Advertising Agency, South Bend, IN 2001–2003*  
Creating posters, fliers, programs, and table tents for businesses and  
student organizations as designer for student run advertising agency.

*The Observer, South Bend, IN 2000–2003*  
Overseeing staff in daily deadlines of layout, design, and corrections  
as assistant manager for campus newspaper's ad design department.

**COMPUTER SKILLS** QuarkXPress, InDesign, Illustrator, Photoshop, HTML, Flash, Dreamweaver

**COURSES** Graphic Design I                      Graphic Design II: Typography  
Graphic Design III                      2D Foundations of Design  
Art Traditions I & II                      3D Foundations of Design  
Multimedia Design                      Artist Books & Papermaking  
Principles of Marketing                      Consumer/Organizational Buyer Behavior  
Business to Business Marketing                      Integrated Marketing Communications

**ACTIVITIES/AWARDS** American Institute of Graphic Arts, Student Member  
Business to Business Marketing Teacher's Assistant  
NDesign, Notre Dame Student Graphic and Industrial Design Group  
3rd Place News Photography Award, Indiana Associated Collegiate Press 2002