

ALLIE WITHAM

WORK EXPERIENCE

FREELANCE GRAPHIC DESIGNER | February 2025 - Present

- Work directly with small business clients to scope needs, develop project timelines, and deliver custom brand and marketing assets
- Act as main point of contact—building and maintaining client relationships, managing expectations, and ensuring quality delivery
- Coordinate with printers and vendors to ensure accurate execution and delivery of branded merchandise and collateral

CANARY MARKETING | 2017 - February 2025




SENIOR GRAPHIC DESIGNER AND PROJECT MANAGER

- Managed **15–30 creative projects** at a time across major accounts including Amazon, Capital One, Sephora, and Netflix
- Served as primary liaison between clients, designers, and vendors—leading project kickoffs, collecting feedback, and navigating approvals
- Hired, mentored, and managed a team of **4 (2 designers, 2 coordinators)**, overseeing workflows and performance check-ins
- Built strong relationships with cross-functional teams and external partners to deliver high-impact branded solutions under tight timelines
- Interviewed freelance talent and supported hiring decisions on design and marketing needs
- Helped grow long-term client accounts through strong communication, clear deliverables, and proactive follow-up
- Coordinated gifting and product launch campaigns—matching products to client brand, tone, and target audience
- Developed presentation decks and pitch materials to “sell in” creative ideas across a range of industries

GRAPHIC DESIGNER AND PROJECT COORDINATOR

- Ran **10-20 projects at one time**, including building decks highlighting custom products and designs, options for decoration methods on products, and custom brand designs.
- Collaborated with Project Manager and vendors to conceptualize branded merchandise and custom designs to present to the client.
- Edited photos of client projects with Photoshop and posted content on Canary website. Assisted in designing landing pages and constructed gifting sites using Figma.
- Placed final designs in templates to send to print, ensuring die-lines, layout, bleeds, crop marks, color accuracy and design quality were all in alignment.

CONTACT

-  alliewitham.com
-  awitham57@gmail.com
-  503.593.7786

SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Adobe Premiere Pro
Procreate
Figma
Microsoft Powerpoint
Microsoft Excel
PMS color picking
Typography
Creative strategy
Hand drawing
Web design
Optimism
Communication
Branding & Identity
Visual Communication
Leadership
Teamwork
Customer service
Work ethic

EDUCATION

University of Oregon

Bachelors of Advertising
Focus in Art Direction + Design
Minor in Business

PASSIONS

Making a vision come to life
Learning a new skill
Hand drawn illustration
Acrylic painting
Supporting local businesses
Practicing mindfulness
Meditating with a matcha
Boxing, Yoga, Pilates
Volleyball, Soccer, Pickleball
Going for a run on the beach
Live music
Cooking for people I love
Anything to do with animals!