

## **ALISON SLON**

phone: 212-989-3669

cell: 917-685-8850

[alison.slon@gmail.com](mailto:alison.slon@gmail.com)

<http://www.alisonslon.com>

**Web Designer and Art Director with over ten years of experience in interactive media, web site design and development. Core expertise includes visual and interface design, email and online marketing and promotions, content development and project management.**

### **Summary:**

- Rebranding and redesign of web content
- Design of email marketing and promotions strategies
- Conceptual layout and development design
- Liaison with content developers, designers and IT developers
- Communications and organizational management

### **Experience:**

**Scholastic Inc.**, 2006 – 2008, 2009 - present, Consultant Art Director

- Email and marketing campaigns for the Scholastic Store Online
- Email and marketing campaigns for the Affiliate Partners Program
- Redesign of the website for the Scholastic Store

<http://www.scholasticstore.com>

**Katharine T. Carter & Associates**, 2007 - present, Consultant Art Director

- Redesign of the website for a public relations firm for professional artists
- Contributing Author, *Accelerating On The Curves: The Artist's Roadmap to Success*, by Katharine T. Carter

<http://www.ktcassoc.com>

<http://www.ktcassoc.com/roadmap/index.html>

**The Rensselaerville Institute**, 2008 - 09, Consultant Art Director

- Redesign and rebranding of the website for a philanthropic think tank
- Ecommerce integration and development of a content management system (website no longer available)

**Chao Lab**, NYU Medical Center, 2007, 2009, 2011, Consultant Art Director

- Design and redesigns of the website for a research lab for Dr. Moses V. Chao

[http://saturn.med.nyu.edu/research/mn/chaolab/00\\_Chao\\_home.html](http://saturn.med.nyu.edu/research/mn/chaolab/00_Chao_home.html)

**C2 Creative**, 2006, Consultant Art Director and Flash Designer

- Toshiba banner ad campaign. Distributed nationally Summer – Fall '06

[http://www.alisonslon.com/2\\_1\\_1cd.html](http://www.alisonslon.com/2_1_1cd.html)

- Gerber's Online Kitchen. Live on Gerber homepage August '06

[http://www.alisonslon.com/2\\_2\\_1bnr.html](http://www.alisonslon.com/2_2_1bnr.html)

**Citigroup, Smith Barney**, 2004 - 05, Consultant Art Director and Flash Designer

- Smith Barney Access Site Tour
- Redesign development for Smith Barney Access, smithbarney.com
- Redesign of FCLinx and FC Financial Tools, Smith Barney Internal websites

<http://www.smithbarney.com>

**Fry, Inc.** 2004, Consultant Art Director

- Redesign of the ecommerce website for Godiva Chocolatier  
<http://www.godiva.com>

**Artists' Portfolio Sites**, 2004 - present, Consultant Art Director

- Design and production of artists' portfolio sites

<http://www.drewshiflett.com>  
<http://www.ellenwiener.com>  
<http://www.katherinebowling.com>  
<http://www.nikiketchman.com>  
<http://www.marillapalmer.com>  
<http://www.dickmorrill.com>

**LEGO Direct, LEGO.com** 2000 - 2004, Senior Designer and Art Director

- Art Director on redesign and branding of LEGO.com website, 2003
- Art Director for LEGO Corporate Communications, 2003 – 2004
- Senior Designer on product sites for 4yr. - 9yr. age groups 2000 – 2002

<http://www.lego.com>

Reviews and Awards:

- Print Magazine, Oct. 2003, Design Excellence Award, Category: Interactive games
- Edesign Magazine, Dec. 2002, Case Study: LEGO.com Great Adventure

**Web Design and Interactive Media**, (Selected List) 1995 - 2000:

**HBO.com**, 1999 - 2000 Web Designer

- Design of original "RealSports" website
- Redesign of "World Championship Boxing"

**CBS.com** 1999 Web Designer

- Redesign of Holiday 99 website

**Broad Street Productions**, 1998 - 1999 Senior Designer

- AOL Design and production on a CD-ROM illustrating rebranding for marketing

**Printed Publications**, 1996 - 1998: (Selected list)

Time Warner 1998 "People" Imaging Department, Imaging Specialist  
Hearst Magazines 1998 "Harper's Bazaar", Production Designer  
Condé Nast Publications 1995 - 97 "The New Yorker" Marketing Department, "Sports For Women", Production Designer  
Dow Jones 1996 "The Wall Street Journal", Imaging Specialist  
Rodale 1996 "Men's Digest", Illustrator  
Scholastic Inc. 1996 "Small Business Computing Magazine", Illustrator

**Education:**

New York Institute of Technology, NYC, M.A. in Communications, Computer Graphics  
Columbia University, NYC, post-graduate study in Art History and Writing  
Hampshire College, Amherst, Ma., B.A. in Fine Arts, Sculpture

**Computer Applications:**

Adobe CS5: Photoshop, Flash, Illustrator, Dreamweaver, InDesign, After Effects HTML, CSS, Javascript, Wordpress, QuarkXpress, Microsoft Office