

ALISON SLON
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Resumé

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, online marketing and promotions, content development and project management.

Summary

- Rebranding and redesign of web content
- Design of marketing and promotions strategies
- Conceptual layout and development design
- Liason with content developers, designers and IT developers
- Communications and organizational management
- Ability to interpret the needs of others into online solutions

Experience

The Rensselaerville Institute, 2008 - present, Consultant Art Director

- Redesign and rebranding of the web site for a philanthropic think tank
- Ecommerce integration and enhancement of database functionality

<http://www.rinstitute.org>

Scholastic Inc., 2006 - 2008, Consultant Art Director

- Email and marketing campaigns for the Scholastic Store Online
- Email and marketing campaigns for the Affiliate Partners Program
- Consultant on the redesign of the web site for the Scholastic Store

<http://www.scholasticstore.com>

Katharine T. Carter & Associates, 2007 - 08, Consultant Art Director

- Redesign of the web site for a public relations firm for artists and curators
- Manage all updates and revisions to www.ktcassoc.com
- Design of The William Zimmer Prize For Art Criticism web site

<http://www.ktcassoc.com>
<http://www.zimmerprize.org>

Chao Lab, 2007, Consultant Art Director

- Design of the web site for a research lab for Dr. Moses V. Chao in the Neurobiology Program at NYU Medical Center

<http://saturn.med.nyu.edu/research/mn/chaolab>

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
• Gerber's Online Kitchen. Live on Gerber homepage August 06
http://www.alisonslon.com/2_2_1bnr.html

Citigroup, Smith Barney, 2004 - 2005, 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 web sites

<http://www.smithbarney.com>

Fry, Inc. 2004, Consultant Art Director

- Redesign of the ecommerce web site for Godiva Chocolatier

<http://www.godiva.com>

Artists' Portfolio Sites, 2004 - present, Art Director

- Design and production of customized artists' portfolio sites (selected)
<http://www.maureenmcquillan.com>
<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, 1989 - 2000: (Selected List)

HBO.com, 1999 - 2000, Art Director

- Design of original "RealSports" web site
- Redesign of "World Championship Boxing"

CBS.com, 1999, Senior Designer

- Redesign of "Holiday 99" web site

Broad Street Productions, 1998 - 1999, Senior Designer

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

Learn Technologies Interactive, 1995 -1997, Designer and Animator on CD-ROM games

- "Qin" Illustration and retouching of 3-D rendered images
- "Wonders" Interface design, illustration in Photoshop and AfterEffects

Humanware Agency, Citibank 1989 - 1990, Designer

- Developed interactive software design for financial planning programs

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", "Sports For Women", Production

Dow Jones, 1996 "The Wall Street Journal", Imaging Specialist

Rodale, 1996 "Men's Digest", Illustrator

Scholastic Inc., 1996 "Small Business Computing Magazine", Illustrator

Teaching Experience

Pratt Institute, 1992-1998, Assistant Professor

- Department of Computer Graphics and Interactive Media

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

Technical Skills

Adobe Creative Suites (CS3): Photoshop, Flash, Illustrator, InDesign, After Effects, Dreamweaver;
HTML, CSS, Java Script, QuarkXpress, Microsoft Office

Languages

English, French