

Allyson Graves

GRAPHIC DESIGNER

BOWLING GREEN, KENTUCKY

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ABOUT

Although I'm primarily drawn to design for advertising and branding, I consider myself to be a versatile visual communicator known for intentional design, effective organization, and hard work across multiple disciplines.

SKILLS

- Advertising & Branding
- Visual Communication
- Social Media Management
- Expertise in Adobe Creative Suite
 - InDesign, Illustrator, Photoshop
- Experience in Photography & Video
- Effective Organization & Fast Adaptation
- Creative Conceptualization & Content Creation
- Traditional Arts & Illustration
- Project Management & Collaboration Tools
 - Breeze, Slack, Microsoft, Google, Miro
- Design & Marketing Tools
 - Figma, Canva, Klaviyo, Constant Contact

ACHIEVEMENTS

- Dean's List SCAD, 2020–2023
- Recipient of the SCAD Academic Honors Scholarship and the SCAD Achievement Honors Scholarship, 2020–2023
- Selected for the SCADMosaic Student Showcase, 2023
- Illustrator of 3 published books, 2022
- Met benchmark on the business management and administrative support Kentucky Career Education End-of-Program Assessment, 2019

EDUCATION

SAVANNAH COLLEGE OF ART & DESIGN (SCAD) *Savannah, GA*
BFA in Graphic Design, September 2020–August 2023

WESTERN KENTUCKY UNIVERSITY *Bowling Green, KY*

WORK EXPERIENCE

THOMAS R. HUNT AUCTIONEERS

- Graphic Design & Advertising Specialist, November 2023–May 2024; November 2025–Present
Managing social media, implementing email marketing, filming and editing videos, designing print and digital advertisements (including fliers, brochures, newspaper ads, and other media), collaborating with auctioneers and realtors, and serving as a liaison between print, broadcasting, and publishing companies.

Expanded responsibilities upon rehire: Contributing to advertising strategy, supporting campaign planning, conducting performance analysis, and developing cross-platform creative aligned with broader organizational goals.

INKED BRANDS

- Senior Marketing Graphic Designer, June 2025–October 2025
Maintaining the same duties I had as a Marketing Designer while also mentoring junior designers, collaborating cross-functionally with leadership, e-commerce, and wholesale teams, and leading the creative execution of new marketing projects like product catalogs.
- Marketing Graphic Designer, May 2024–June 2025
Working closely on multiple internal and external brands, being involved in campaign strategy, assisting with photographing and editing flat lays/shop images, creating brand guidelines, and designing email campaigns, web page graphics (landing pages, pop-ups, flyouts), print materials (consumer-targeted digital printables, marketing cards, and more), all while ensuring that the brand identities are consistently translated in all visual marketing communications.

FREELANCE

- Artist & Designer, March 2020–October 2024
Executing diverse design work across digital, print, product, illustration, and traditional arts. Delivering high-quality visuals tailored to each client's unique style and goals.

BOWLING GREEN HOT RODS

- Graphic Design Intern, March 2023–September 2023
Designing digital and print advertisements, fliers, posters, social media graphics, video board graphics, and signage while assisting with video production for the live broadcast.