

Jake Allarding

Graphic Designer

Location: Lansing, MI

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Education

BFA in Graphic Design

Kendall Collage of Art & Design
2014 · Grand Rapids, Michigan

Skills

Graphic Design

Distilling complex narratives into accessible concepts suitable for broad public consumption through print and digital media.

Human-Centered Design

Applying a user-centric approach, to craft design solutions through research and testing, driving impactful interactions and engagement.

Environmental Design

Creating cohesive visual narratives for diverse audiences across physical spaces and digital platforms.

Software

Full Adobe Suite including:
Photoshop, Illustrator, InDesign, Lightroom, After Effects, Acrobat
Word-press, Sketch Up, Gov Delivery, Basic HTML

Professional Experience

Digital Media Advisor

Michigan House of Representatives | 2020 · Current
Lansing, Michigan

- Developing social media content, web and print materials
- Designing print and digital assets for events statewide
- Capturing videos/photos of State Representatives
- Building and maintaining web and email materials
- Collaborating across departments under tight deadlines

Web & Graphic Designer

Denver Zoo | May 2019 · Mar 2020 ~1 yr
Denver, Colorado

- Creating event and exhibit signage/digital assets
- Managing website design and maintenance
- Building Email and digital marketing
- Capturing photo and video assets

Graphic Designer

Influence Technologies | 2014 · 2019 4 1/2 yrs
Denver, Colorado

- Creating digital and print collateral for multiple clients
- Independently managing projects from start to finish
- Editing video and motion graphics
- Collaborating with high-profile clients

Maintenance & Events

Grand Rapids Art Museum | 2007 · 2014 7 yrs
Grand Rapids, Michigan

- Assisting with event setup and take down
- Collaborating across departments for projects
- Problem-solving and time management skills