

# Joy Allen

*I'm a Manhattan based designer and art director who believes in the power of storytelling through imagery, and above all, trying new things while having fun.*

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## **Past and Current Positions**

### **Cohn & Wolfe**

**role: jr art director**

*New York, NY*

- On set art direction for Heart Smart a La Carte cooking video series for Entresto launching in late 2018, client facing
- On set creative lead for Alcon multifocal evergreen content shoot and art direction, and creative development pre pro and post, launching late 2018, client facing
- Content planning for Entresto 2018 Facebook content, pitching and working directly with partner agency and client to sell in ~\$1 million of creative
- Pre pro art direction on wardrobe, art department, and film treatments on various projects
- Led in house creation of social media content for 7+ brands in Newell Rubbermaid portfolio between 2016 to present
- Led in-house creation of social content for Alcon DTI social channels, resulting in higher rates of clickthrough on paid social media content.
- Led design for Auvi-Q social media content through relaunch in early 2017 to present.

### **We Are Social**

**role: designer**

*New York, NY*

- Led creative and tactical development for Bulova watch social rebrand in a client facing role, including evergreen content and creative direction on a larger project to relaunch their channels.
- Produced remote photoshoots for multiple properties across Hyatt portfolio
- Workshopped social media best practices on a consulting project with Zuma restaurant
- Worked closely with strategy, led creative, and collaborated with global offices on high-level new business pitches including client facing roles
- Helped standardize visual guideline processes which is now a key offering in new business process
- Owned design and creative responsibilities for Boots, including a transformative social media rebrand
- Led in-house photography for Banana Republic and transitioned to a client-facing role on the account
- Owned content creation for PVH brands, including both on set and in house shoots

## **Education**

### **School of Visual Arts**

**Continuing Education**

*New York, NY*

A Brand Story: Creating branded content for native advertising  
February - April 2016

### **Savannah College of Art and Design**

**BFA Graphic Design**

*Savannah, GA*

*Graduated cum laude*

*3.6 cumulative GPA*

*September 2009 - November 2013*

## **Skills and Software**

Adobe Creative Cloud

*Photoshop, InDesign, Illustrator, Lightroom, Digital Publishing*

Brand Design

Styling and Art Direction, on set

Photography and Retouching

*Prop. Craft. Clothing*

Lettering, Typography, Layout

Web, Product, UX/UI

*Wireframing, working knowledge of CSS/html, working knowledge of Adobe XD*

Printmaking

*Screenprinting, Relief processes*

Video and Motion Graphics

*Adobe Premiere, Adobe AfterEffects*

## **Other Interests**

I'm a baking hobbyist, donut enthusiast, and cookies are my favorite food. I have spent the past few years working on creating the perfect banana bread, and yes, I bring the leftovers into the office to share.

In direct contrast, I'm very interested in nutrition and an avid exerciser. I'm currently enrolled in Yoga Vida's 200 hour yoga teacher training program, expected to complete my certification in early December.

Between eating and working out, I'm probably listening to true crime podcasts or trying not to kill my plants.

September 2016-  
present

September 2014 -  
September 2016