

ALLY HAMMOND

CREATIVE DIRECTOR + DESIGNER

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allyhammond.com

434-962-0555

EXPERIENCE

CREATIVE DIRECTOR
2021–Present

AMERICAN COUNCIL ON EDUCATION

- Led, managed, and mentored the 6-person creative content team
- Used technical expertise in creative design to guide and review work for final quality control and brand adherence, ensuring the client's vision is accurately translated to the end product
- Worked across programs and projects to define, maintain, and evolve the tools, processes, and communication around ACE's brand

SENIOR GRAPHIC DESIGNER
2019–2021

AMERICAN COUNCIL ON EDUCATION

- Led the 5-person design and editorial staff and managed the department budget to successfully produce over 300 projects annually
- Helped clients define creative goals, create the most impactful project, and measure success
- Conceptualized, designed, and produced branded materials such as print collateral, nation-wide marketing campaigns, social imagery, environmental graphics, and short animations
- Created original, recognizable, and cohesive branding for ACE's annual conferences, podcasts, and sub-branded sites
- Implemented and improved upon highly-collaborative creative processes to ensure the timeliness and quality of each product

GRAPHIC DESIGNER
2016–2019

AMERICAN COUNCIL ON EDUCATION

- Worked independently to create unique artwork and designs for print and digital materials
- Created interactive and easily digestible visuals to help readers accurately interpret large data sets or complex ideas
- Worked within the ACE brand guidelines to create cohesive and attractive publications
- Led the creative team in collaboration with editorial, marketing, and public relations staff to seamlessly release projects and advertise events

PUBLICATION ASSOCIATE
2014–2016

AMERICAN COUNCIL ON EDUCATION

- Coordinated, organized, and managed production of more than 30 publications simultaneously, and over 300 annually
- Acted as the liaison between ACE and all clientele to ensure all publications are accurate, timely, and perfectly executed
- Collected and presented data to help continuously improve the production team's functionality

EDITOR
2012–2014

BAE SYSTEMS

- Worked with the senior editor to edit technical documents pertaining to the operational testing of Marine Corps equipment
- Edited and produced a 300-page operational manual based on an understanding of complex content
- Designed graphics and presented key deliverables to clients for quarterly collaboration meetings

EDUCATION

2020–2021

CERTIFICATE: FOUNDATIONS IN CREATIVE LEADERSHIP
IDEO-U

2016–2017

CERTIFICATE: VISUAL DESIGN
General Assembly, Washington, DC

2008–2012

B.A. PROFESSIONAL WRITING AND ENGLISH LITERATURE
Virginia Tech, Blacksburg, VA

EXTRA CURRICULAR

LEAD PADDLER

2021–Present

LIVING CLASSROOMS

- Led groups of volunteers on the Anacostia River in collecting and categorizing trash, generating accurate data to help inform conservation policy
- Instructed free paddling lessons

INSTRUCTOR

2012–2020

BOATING IN DC

- Led weekly kayak tours and instructed classes in kayaking and paddle boarding on the Potomac River
- Led a weekly river clean up, that over a 3-year span, removed over 8 tons of trash from local rivers

POST-SECONDARY COACH

2012–2017

FOR LOVE OF CHILDREN (FLOC)

- Worked one-on-one with a DC high school student to support them throughout senior year and beyond
- Assisted with college applications, brainstorming and editing essays, and creating a functional resume

AWARDS

GRAPHIC DESIGN USA

- 2018: Report Layout and Branding
- 2020: Infographic Design and Branding

MARCOM AWARDS

- 2019: Platinum Annual Report and Gold Print Layout
- 2020: Gold Infographic Design and Gold Motion Graphic Video
- 2021: Gold Marketing Campaign

TECHNICAL SKILLS

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Microsoft Office Suite
- Tableau
- Agile Project Management
- Branding & Identity
- Data Visualization
- Copywriting
- Print Production
- Digital Illustration
- ACA Level 2 Kayak Instructor & Educator