



ALEONA POLLAUF

Illustration + Design

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Experience:

MRM//McCANN, Birmingham, MI // MRM.com

Art Director, November 2019 - Present

- Strategically and collaboratively ideate and deliver campaign content that address digital and print needs that fit within Cadillac's strategy and brand
- Interface with account teams, producers and present work to brand clients

Smyth Grey, Beloit, WI // Smythgrey.com

Graphic Designer, December 2016 - November 2019

- Research, conceptualize and execute design solutions and concepts while meeting strict deadlines
- Design identities, ad layouts, story boards, packaging, sales tools, promotional collateral, banners/signage, business forms, and websites to meet client objectives

Moosejaw, Madison Heights, MI // Moosejaw.com

Graphic Designer, September 2014 - November 2016

- Conceptualized and design marketing materials for use in digital campaigns (email, web, social), print media, and retail signage
- Created custom T-shirt graphics for the Moosejaw private label
- Setup and provide visual direction for marketing concept photo shoots

Notice Software, Toledo, OH // Noticesoftware.com

Design Intern, May 2013 - August 2014

- Worked closely with small team to craft high quality digital and print graphics
- Designed pitch decks and infographics for marketing and presentations

Freelance Artist

2006 - Present

College for Creative Studies, Detroit, MI

Teacher's Assistant, Winter 2013/Fall 2013 Semester

Education:

College for Creative Studies, Detroit, MI
BFA/Illustration - 2014

Honors & Awards:

College for Creative Studies Merit Scholarship, 2010 - 2014
Work selected for juried Student Exhibition, 2011, 2012, 2013, 2014

Skills:

Software:

Proficient in Adobe Creative Suite, Mac OS X, Microsoft Powerpoint, Word, basic understanding of Sketch, CSS and HTML