



MARYBETH MCALLISTER

graphic designer

PROFILE

Creative professional with a desire to learn the newest design trends and software. Experience in animation, print, and digital design creation.

EDUCATION

Bachelor of Arts, Graphic Design and Digital Imaging, High Point University
Instructional Design: Adult Learners course

EXPERIENCE

Compass Digital

March 2022 - Present

Graphic Content Producer

Works with Creative Content Managers and Instructional Designers to produce various e-learning and certification courses for sectors and operators.

- Designs courses in Microsoft Powerpoint while also making sure they are visually appealing and compatible with Instructional Design software such as Articulate.
- Creates GIF's and animations for partnered promotional posts, e-learning and certification courses.
- Organizes certification and metrics data into infographic for monthly meetings and progress tracking purposes.

Charlotte Hornets

October 2020 - March 2022

Graphic Designer

Collaborated with marketing team and outside vendors to produce targeted ticketing ads for all 21-22 season games. Became main point of contact on various programs and creative concepts including fan base scavenger hunts and play-off branding assets.

- Created concepts and ideation for Hornets seasonal branding toolkit.
- Worked closely with the Arena Marketing team to ensure necessary signage and materials were delivered for Spectrum Center events.
- Supported Greensboro Swarm by updating seasonal look for upcoming games and additional assets needed.
- Designed graphics to promote group and individual sales throughout the 21-22 basketball season.

Retail Sports Marketing

October 2019 - June 2020

Graphic Designer

Responsible for creating digital assets for new and ongoing programs.

These assets included 2D motion graphics, web graphics, SEO images, WCAG compliant social media posts, microsite wireframes and mockups.

- Designed program logos, POS materials and signage.
- Assisted with off site photoshoots and photo editing.
- Created promotional videos for events using After Effects.
- Collaborated with account teams, clients and developers to adjust time frames and composition settings to meet video advertising requirements.

cbdMD

September 2018 - June 2019

Graphic Designer

Created concept and design for ads seen in USA Today to promote new product. Also designed and animated banner ads using After Effects with multiple size specifications for affiliate programs.

- Edited photoshoot images for social posts.
- Designed monthly newsletter emails sent to customers.

Graphix Solution

May 2018 - August 2018

Graphic Design Intern

Designed and laid out signage materials such as company vehicle wraps, interior and exterior signage while following ADA compliant requirements.

- Met on site with clients to discuss signage needs.
- Set up documents for the in house printing process.

CONTACT

919-886-0910

marybethmcallister.com

marybeth.mcallister@yahoo.com

www.linkedin.com/in/marybeth-mcallister