

# ALANA GREEN

## Designer and Illustrator

8454905929

Portfolio: <https://alanagreenart.wixsite.com/site>

alanagreendesign@gmail.com

New York

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## Summary

Concept Artist and Illustrator with a passion for storytelling and visual development. Experienced in creating character designs, prop designs, and environment concepts that bring narratives to life. A former mentee in the Women in Animation Mentorship Program, where I honed my skills in crafting imaginative and cohesive designs for animation and visual storytelling. Skilled in managing projects independently and collaborating with teams to deliver high-quality assets for 2D and 3D media.

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## Professional Experience

### Putnam County Economic Development Corporation, Remote

*Freelance Graphic Designer*

**5/2024-Present**

- Increased website traffic and community engagement by 30% by creating new avenues of contact, updating website features, and designing web pages.
- Boosted corporate event attendance by a record 60% by designing, overseeing production of digital and print promotional materials such as newspaper ads, social media graphics, and web banners.
- Ensured brand consistency by collaborating with marketing and administration teams, aligning design materials with overall campaign goals and maintaining a cohesive visual identity across all platforms.

### Westchester County Parks and Recreation Department, Katonah, NY

*Graphics Specialist*

**8/2023-Present**

- Worked with public park board members and Westchester County's Parks Department staff to raise public engagement by coordinating and designing digital and print graphic materials such as charts, posters, flyers and brochures for park initiatives and events.
- Art directed public exhibits and events, managing the layout and design process from concept through completion, ensuring effective visual cohesion.
- Designed assets for park web pages and assisted in the implementation of interactive web design.

### Women in Animation Mentorship Program, Remote

*Mentee (Director and Designer)*

**2/2023-6/2023**

- Art directed an original animated story pitch, driving the development of the narrative, script, and comprehensive design concepts, including character, environment, and prop design.
- Supervised and directed a team of specialized artists, coordinating diverse skill sets to ensure cohesive visual direction and successful project execution.

## Self Employed

*Freelance Concept Artist/Illustrator*

**11/2018-1/2023**

- Designed and illustrated visuals for animated shows, children's books, and corporate presentations for clients such as Tlacuache Studios, Volatile Animations, and PNW BOCES.
- Managed multiple projects simultaneously by prioritizing deadlines, communicating effectively with clients, fostering strong client relationships and ensuring timely deliveries.

## Skills

Adobe Creative Cloud (Photoshop, Illustrator, Indesign, After Effects, Premiere Pro, Lightroom), Wordpress, Constant Contact, Figma, Canva, Microsoft Office, Illustration, Graphic design, Concept Art/Visual Development, Character design, Art direction, Print production, Web design, Photography, Photo editing, Presentation design, Exhibit design, HTML/CSS, UI/UX Design, Social media marketing, Basic video editing

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## Education

**BFA Illustration, Class of 2023**

**School of Visual Arts, New York NY** | *Graduated with honors* | *Silas H. Rhodes Scholarship Recipient*