

PATRICK ALLISON

www.behance.net/patrickallison
+1 (706) 755 - 6600
patrickallison@gmail.com

EXPERIENCE

ASSOC. CREATIVE DIRECTOR

Tonal
San Francisco, CA
2019 - Present

Directly oversees the team responsible for producing creative from concept through to execution. Evolve, own, and iterate on the brand's visual identity and voice for multi-channel campaigns touching all areas of the customer experience—including social, retail, web, product/packaging, and experiential elements of the brand. Concept and direct photoshoots.

CREATIVE DIRECTOR

Quay Australia
San Francisco, CA
2017 - 2019

Lead a lean but mean global team of brand championing creatives in expanding and innovating all the ways Quay Australia touches the world. Responsibilities included brand development and education, visual merchandising, product packaging, email and web design, photo and video concept and direction, store design, event and pop-up development, collaboration concept, paid social, and asset management.

SENIOR MANAGER

Gymboree Corp. (Crazy 8)
San Francisco, CA
2016 - 2017

Developed, designed and managed a small team in the creation of all marketing assets for the national children's clothing brand. Responsibilities included in-store signage, advertising, packaging, brand standardization, licensed partnerships and social media.

SENIOR GRAPHIC DESIGNER

Gap Inc. (Old Navy)
San Francisco, CA
2013 - 2016

Developed and designed all trademarked apparel across all divisions including adult, kids and baby. Maintained and expanded brand guidelines requiring balancing a clear and consistent brand message with the need for over 200 unique trademark artwork needs per season. Bridged the gap between the brand efforts of the marketing team and the fast paced, trend driven apparel team as a unique challenge where branding meets fashion meets product.

OWNER/DESIGNER

Knotty Co Bow Ties
San Francisco, CA
2012 - Present

Purveyor and maker of handcrafted, upcycled totally awesome bow ties. Currently selling products wholesale, online and at craft fairs across the US. Responsible for branding, marketing, web, copywriting, illustration, packaging and display. Check it out at KnottyCo.com

BRAND MANAGER

Panama Bay Coffee Co.
Vallejo, CA
2015 - 2017

Helping develop and expand the brand strategy for a growing bay area coffee company is as rewarding as it is diverse. Responsibilities include packaging, content development, brand standards, social media consulting, marketing and drinking loads of good coffee.

GRAPHIC DESIGNER/ SUPERVISOR

Abercrombie & Fitch
(Gilly Hicks)
Columbus, OH
2008 - 2013

Designed and illustrated for Abercrombie's now defunct sub-brand Gilly Hicks. Started in graphic tees but as time passed took on additional responsibilities including copywriting, fleece and intimates, concept, packaging, presentation, non apparel product development and managing two direct reports. Spearheaded the branding and development of the Bondi Beach Club customer rewards program.

EDUCATION

MIAMA AD SCHOOL FORMERLY PORTFOLIO CENTER

Graphic Design - Postgraduate
Atlanta, Ga
2007 - 2009

BERRY COLLEGE

Visual Communication - BA
Studio Art - BA
Electronic Media - BA
Rome, GA
2003 - 2007

TOOLBOX

DIGITAL

Photoshop
Illustrator
InDesign
After Effects
Figma
Sketch

ANALOG

Illustration
Machine and Hand Sewing
Painting
Sketching

SPECIAL INTEREST

Package Design
Traditional Craft
Experience Design
International Travel
Swimming
British Sci-Fi
Red Gummi Bears

THANK YOU