# allison walch

*creative project manager*

## SUMMARY

Detail-oriented, creative-minded professional with 5+ years of experience in **graphic design, project coordination**, and **client success**. Adept at translating client needs into actionable design projects, driving cross-functional teams, and ensuring brand compliance. Recognized for her **personable communication style, process improvements,** and ability to balance **creative vision** with **operational efficiency**. Seeking a **project manager** role where she can fuse her design background with her proven leadership in client engagement and team coordination.

## SKILLS

- Creative Project Management: Process Improvement & Workflow Optimization; Problem Solving Under Pressure

- Leadership & Collaboration: Cross-Functional Leadership; Training & Team Development

- Client & Brand Management: Client Relationship & Communication; Brand Guidelines & Licensing

- Design Expertise: Print, Apparel, & Branding

## TOOLS

- Monday.com
- OAV (OrderAll)
- Adobe Creative Suite (InDesign, Illustrator, Photoshop)
- ChatGPT, Claude Code, Gemini

## EXPERIENCE

**Creative Account Manager** — Uscape Apparel - Irvine, CA | *July 2024 - Present*

- Partner with reps and buyers to select styles, colors, and custom graphics, then co-design seasonal capsule collections and lookbooks with the art team—turning trend research and sales data into high-adoption product lines.

- Guide every proof through brand-identity checkpoints, giving clear, actionable feedback to designers and expediting buyer sign-off.

- Act as the single point of contact from project kickoff through delivery, keeping communication transparent and earning continuous praise from buyers and sales reps.

- Run the full order and inventory workflow in Monday.com/OAV—coordinating with production, logistics, and warehouse teams to hit 100% on-time delivery and minimize backorders.

- Present design concepts and product stories to key accounts, showcasing creative strategies that strengthen brand identity and secure buy-in for new launches.

**Art Team Coordinator** — Uscape Apparel - Irvine, CA | *September 2023 - July 2024*

- Developed and maintained a comprehensive design schedule to maximize the capacity and output of designers, ensuring timely delivery of art proofs for orders.

- Identified workflow bottlenecks and led process improvements, including integrating automation tools, resulting in faster proof creation and approval rates.

- Facilitated cross-department meetings between operations, sales, and art teams to align on project status, deadlines, and brand guidelines.

- Resolved complex customer and licensing issues, collaborating with licensing platforms to ensure adherence to brand standards for major universities (e.g., Notre Dame, Purdue) and brands such as Coors and Big Sky Resorts.

- Provided team guidance and conflict resolution support, balancing client expectations with design feasibility.

**Graphic Designer** — Uscape Apparel - Irvine, CA | *September 2021 - September 2023*

- Created and updated print-ready graphic art for apparel and merchandise across 700+ collegiate and resort shops in the US & Canada.

- Ensured strict compliance with each client's brand guidelines, including university color palettes, logos, and licensing requirements.

**Graphic Designer** — CRU - Irvine, CA | *September 2017 - September 2021*

- Collaborated with a 45-designer team to develop materials for internal and external clients, including branding for national conferences.

- Managed conference branding and supporting visuals (name tags, social media posts, event presentations), upholding consistent visual identity.

- Contributed to the design and rollout of a new evangelism tool aimed at cultural outreach, tailoring designs for diverse audiences.

- Designed marketing collateral for campus outreach, reinforcing brand messaging and growing event attendance.

# EDUCATION

**California State University, Chico**

Bachelor of Arts in Communication Design with an Emphasis in Graphic Design; Minor in Marketing