

Allie Jehle

BRAND STRATEGIST
WEBSITE & PRODUCT DESIGNER

About

I'm four years into my design career, although I like to think of myself as a lifelong learner and creative. I'm looking for a position where I can be autonomous and continue learning, either by wearing many hats or strengthening my skills in design and digital marketing.

Portfolio

🔗 <https://alliejehle.com>

Contact

✉ alliejehle@gmail.com

Education

Interaction Design Foundation
User Experience and Interaction Design
(With Distinction)

Dalhousie University
Bachelor of Arts, Journalism

Certifications

- Recognized Teacher/Educator, 2020 (IBM)
- Agile Advocate, 2020 (IBM)
- iOS Design, 2019 (IBM)
- Advancing Accessibility 2019 (IBM)
- Design Thinking Co-Creator 2019 (IBM)
- Level II Secret Security Clearance (Government of Canada)

Skills Summary

Adobe Creative Suite; HTML, CSS, AdobeXD, SEO, Content Creation, Design Thinking; Personas, User Stories, Wireframing, Prototyping; Trello, Asana; WordPress, Squarespace, Showit (CMS)

Experience

Lead Product Designer Jul 2019 - present

IBM

Collaborating with leadership and key stakeholders to establish and drive the long-term design strategy. Hosting design thinking sessions to uncover divergent thinking across cross-discipline teams. Translating business requirements, customer needs and technology constraints into simple, user-centric large-scale systems and applications.

Lead Website Designer, Digital Marketer Jun 2020 - present

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Collaborating with non-profit organizations to design and develop websites and marketing strategies. Advocating for best practices in user experience design. Explaining design rationale, articulating my design process and explaining the reasoning behind design decisions.

Visual Designer Sep 2018 - Jul 2019

Dalhousie Alumni Association

Growing the organization's brand presence through all digital channels. Producing designs for websites and social media graphics to increase engagement, traffic and conversion. Increased social media following by 2,000 through strategy-led design.

Editor-in-Chief, Website Designer & SEO Specialist Jan 2018 - May 2019

Her Circle Media

Managing website design and development via WordPress and working with the team to drive organic growth. Designing and developing all branding and promotional materials and maintaining a uniform visual identity across multiple channels. Leading a team of seven to create a collaborative space for women-identifying students. Writing and editing articles and raising money for organized social events for members.

Visual Design Intern Jan 2018 - Apr 2018

The Dalhousie Gazette

Working directly with the publication's Visual Editor to write and edit articles, taking photographs to accompany articles and creating photo essays for publication. Leveraging a strong bias for action including the ability to juggle multiple priorities and effectively deliver in a fast-paced, dynamic environment.

Freelance Journalist Apr 2017 - Jul 2019

Various Publications

Managed multiple articles simultaneously for several publications including Halifax Magazine (interviews with Chris Hadfield and Philip Glass), business and advertorial in LighthouseNOW, lifestyle and news in Halifax Visitors' Guide, The Fundy Guide, Nova Scotia Campgrounds Guide, Enfield Weekly Press, The Dalhousie Gazette, Dal News and Medium.com.

Brand Strategist & Website Designer May 2016 - present

Various Clients

Designing the overall experience across multiple real life touch-points, including brand, web and digital. Possessing a strong desire to seek actionable feedback. Self-driven, highly collaborative and a clear communicator. Designing and developing brand strategies, websites and launch strategies for clients.