

ALISON HENKE

VISUAL STRATEGIST &
CLARITY THROUGH DESIGN

 ahdesignsportfolio.com

 ahdesignsportfolio.com

 [linkedin.com/in/alisonhenke](https://www.linkedin.com/in/alisonhenke)

PROFILE

I'm a visual strategist and designer dedicated to the principle of purposeful creativity. With a background ranging from freelance branding for small businesses to developing transformative collateral for the real estate startup MMG, I specialize in the intersection of dense data and clean, modern design. As a designer with a learning disability, I offer a unique 'clarity filter,' advocating for the reader by turning heavy-text editorials into accessible, intuitive experiences. Beyond the grid, I am a Community Grantmaking Fellow for Point of Pride and a passionate supporter of local Missouri businesses and human rights. I believe design should be as inclusive as it is striking.

SKILLS

ADOBE CREATIVE CLOUD

BRAND STEWARDSHIP

COGNITIVE LOAD MGMT

DATA VISUALIZATION

EDITORIAL DESIGN

INCLUSIVE DESIGN

INFORMATION HIERARCHY

PRINT & DIGITAL DESIGN

WORK EXPERIENCE

PRODUCTION DESIGNER

MMG Real Estate Advisors

JANUARY 2022 - PRESENT

At MMG I design both internal and client-facing marketing materials, including one-pagers, white papers, social media posts, email graphics, and more. As lead designer for Broker Opinion of Value (BOV) materials, I create and update templates used to propose MMG's services for clients selling multifamily assets. I also train new designers on reviewing Project Kick-Off Forms, navigating our filing system, locating relevant documents, and managing BOV design and proofing within our project management system.

RECOGNITION

- » *Team Member Spotlight* - MARCH 2023
- » *GDUSA's 2024 American Digital Design Awards Winner for Data Visualization* - MAY 2024

GRAPHIC DESIGNER & LASER ENGRAVER

Woltman Trophies & Awards

OCTOBER 2006 - JANUARY 2022

At Woltman Trophies & Awards I designed, mocked up, and produced awards for clients including volunteer groups, sports teams, small businesses, and Fortune 500 companies. Some awards were fully custom, requiring careful selection of materials, dimensions, print, and typography. I operated Trotec Laser Engraving machines to etch awards and managed setup requirements for large-scale orders. I also trained new staff in graphics and laser engraving, guiding them on mock-up creation, proofing, and equipment operation and maintenance.

BUSINESS OWNER & GRAPHIC DESIGNER

AH! Designs

OCTOBER 2017 - FEBRUARY 2020

AH! Designs was dedicated to crafting distinctive brands and leveraging them for audience growth through strategic online marketing. This personal passion project aimed to establish me as a Freelance Graphic Designer. Alongside contracting with small design firms, I actively networked and built my own client base. I helped businesses develop their brands through tailored design packages, including logo and brand identity creation, marketing materials (business cards, ads, flyers, posters), and monthly social media content.

CONTRACT GRAPHIC DESIGNER

Lone Orange Consulting + Integration

OCTOBER 2018 - JANUARY 2020

For Lone Orange, I contributed to designing branding materials, including business cards, one-page advertisements, posters, and more. On the social media side, I designed posts and banners to update and enhance company pages, as well as developed a posting guide and content calendars with daily posting ideas throughout the year.

EDUCATION

BACHELOR'S IN GRAPHIC DESIGNER

Lindenwood University | 2012 -2013

AAS IN GRAPHIC COMMUNICATION

St. Louis Community College | 2009 - 2011