

Allie Konzola

I'm a multidisciplinary illustrator and designer with over a decade of professional experience blending whimsical illustration with modern brand design. Proven track record of driving massive digital engagement, including a multi-channel campaign that earned "Marketing Innovator of the Year" and captured 70k+ subscribers in under 12 months. Adept at transforming complex concepts into compelling visual narratives for Fortune 500 brands, educational media, and corporate communications.



alliekonzola.com



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Experience

GRAPHIC DESIGNER | Primrose Schools

ILLUSTRATOR | The Sketch Effect

FREELANCE ILLUSTRATOR & DESIGNER | Various Clients

Education

BACHELOR OF FINE ARTS (BFA) IN ILLUSTRATION
Savannah College of Art and Design | 2011 - 2015

Core Competencies

CREATIVE

Character Design
Concept Art
Storyboarding
Brand Identity
Visual Storytelling
Children's Media

LEADERSHIP

Art Direction
Cross-Functional
Collaboration
Process Optimization
Client Consultation

TOOLS

Microsoft 365
Photoshop
Illustrator
InDesign
Acrobat
Figma

The Details

GRAPHIC DESIGNER | Primrose Schools

November 2022 - May 2026

Atlanta, GA

- **Led Visual Redesign:** Spearheaded character and background design for "Primrose Friends" assets across a nationwide franchise network.
- **Drove Digital Growth:** Created campaign assets for a new YouTube channel, amassing 70,000+ subscribers in under a year and earning Franchise Update Media's "Marketing Innovator of the Year" award.
- **Directed Production:** Managed storyboarding and asset creation for video production, ensuring seamless handoffs to animation teams.
- **Cross-Functional Design:** Collaborated across teams to deliver high-performing print, digital, and social marketing collateral under strict brand guidelines.

ILLUSTRATOR | The Sketch Effect

April 2017 - October 2022

Atlanta, GA

- **High-End Asset Creation:** Produced digital and traditional artwork for Fortune 500 corporate communications and educational media (including Delta, Marriott, and Chick-fil-A).
- **Team Leadership & Mentorship:** Managed and mentored three artists, providing art direction and final approvals on all storyboard deliverables.
- **Workflow Optimization:** Overhauled the internal storyboarding workflow to accelerate production and delivery timelines.
- **Standardized Training:** Authored the company's comprehensive illustration training manual to unify visual standards, typography, and file management.

FREELANCE ILLUSTRATOR & DESIGNER Various Clients

April 2017 - Present

- **Brand Identity & Art Direction:** Provide end-to-end design consultations and build comprehensive brand identity systems from scratch for small businesses and boutique agencies.
- **Multi-Channel Collateral:** Design and illustrate high-impact digital promotions, targeted social media assets, print materials, and menu designs.