

Allie Konzola

Designer & Illustrator



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I'm a multidisciplinary illustrator and graphic designer with over a decade of experience blending whimsical illustration with modern brand design. Proven track record of driving digital engagement. Expert in transforming complex concepts into compelling visual narratives for corporate brands, educational media, and independent businesses.



Skills

CREATIVE

Illustration
Brand Identity
Visual Storytelling
Surface Design
Character Design
Concept Art
Storyboarding

LEADERSHIP

Art Direction
Cross-Functional Collaboration
Process Optimization
Client Management
Project Management

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Acrobat
Figma
Canva
Microsoft Word
Microsoft PowerPoint
Microsoft Excel
Google Workspace

Experience

GRAPHIC DESIGNER | Primrose Schools

Atlanta, GA
November 2022–May 2026

- **Led Visual Redesign:** Spearheaded character and background design for *The 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 Workflow:** Collaborated across teams to deliver high-performing print, digital, and social marketing collateral under strict brand guidelines.

ILLUSTRATOR | The Sketch Effect

Atlanta, GA
April 2017–October 2022

- **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 best practices for visual standards, typography, and file management.

Additional Experience

FREELANCE ILLUSTRATOR & DESIGNER

Atlanta, GA
April 2017–Present

- **Brand Identity & Art Direction:** Provided end-to-end design consultations and built comprehensive brand identity systems for small businesses and boutique agencies.
- **Multi-Channel Collateral:** Designed and illustrated high-impact digital promotions, targeted social media assets, cross-channel marketing materials, and trade show signage.

Education

BACHELOR OF FINE ARTS (BFA) IN ILLUSTRATION

Savannah College of Art and Design | 2011–2015