

# Allison Rolinger

## Creative Director

### About

7+ years of agency experience leading brand strategy, high-impact campaigns, and multidisciplinary teams across digital, print and multimedia. Skilled at translating business goals into compelling visual narratives that drive engagement and elevate brand positioning. Brings a research-driven, audience-first approach—from concept through execution—for clients ranging from startups to global brands.

### Contact

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### Education

University of Northern Iowa  
BA in Graphic Design

### Awards

Webby Awards Honoree  
GDUSA Health + Wellness Design Award  
Ad Fed Minnesota Bronze Award  
AAF Regionals Gold Award

### Skills

#### DESIGN

Logo & Identity Systems  
Illustration & Iconography  
Publication & Presentations  
Integrated Marketing Campaigns  
Video Storyboarding & Art Cards  
Email, Social, & Digital Ads  
Responsive Websites  
UI/UX Principles

#### CREATIVE DIRECTION

Brand Strategy, Positioning & Stewardship  
Visual Storytelling & Narrative Framing  
Messaging Oversight & Alignment  
Campaign Oversight & Optimization  
Photo & Videoshoot Direction

#### LEADERSHIP & COMMS

Creative & Cross-Functional Leadership  
Project, Workflow & Resource Management  
Presentation, Pitching & Comms Strategy  
Client & Stakeholder Relations

#### TECHNICAL

Adobe CC (Illustrator, InDesign, Photoshop)  
Google Workspace & Microsoft Office  
SEO & Accessibility Best Practices  
WordPress (& Basic HTML/CSS)  
Sketch & Figma

### Experience

#### CREATIVE DIRECTOR

5IVE | Branding & Marketing Agency | 2022 – 2024

- Provided end-to-end design strategy, creative vision, and execution for branded client deliverables—ensuring cohesive brand positioning, compelling narrative framing, and consistent messaging alignment across all touchpoints.
- Managed integrated campaigns (OOH, digital, print, social, experiential) across multiple client accounts—including multilingual and international efforts—ensuring strategic alignment, brand consistency, and on-time delivery.
- Guided design teams and oversaw creative production to ensure consistency and alignment with marketing goals—providing constructive feedback to internal teams and third-party vendors, while fostering a collaborative, high-performing culture rooted in creativity and continuous improvement.
- Delivered data-driven insights to continually refine creative direction, enhance audience engagement, and drive measurable results—leveraging performance metrics and feedback loops to inform ongoing optimization.
- Led strategic client communications—from tailored presentations and pitches to performance reviews and ongoing check-ins—ensuring clarity, trust, and alignment across stakeholders and creative teams.

#### ART DIRECTOR

5IVE | Branding & Marketing Agency | 2020 – 2022

- Spearheaded visual direction for multifaceted creative projects, including identity design, web and video content, print and digital campaigns.
- Led end-to-end rebranding initiatives—developing cohesive visual identities through logo design, brand guidelines, and website redesigns—while ensuring consistency across all marketing and communication touchpoints.
- Directed photo and video shoots, as well as managed post-production processes to uphold visual standards and ensure cohesive, brand-aligned execution.
- Oversaw a small team of designers, providing visual direction and improving the efficiency of internal design processes.
- Led the design process from early-stage sitemaps and wireframes to high-fidelity mockups for responsive websites and interactive digital environments.

#### GRAPHIC DESIGNER

5IVE | Branding & Marketing Agency | 2017 – 2020

- Designed brand and marketing materials— including logos, stationery, print and digital collateral, event materials, building signage, OOH advertising, and more.
- Delivered production-ready artwork files for multi-channel campaigns, spanning digital, print, and OOH formats such as billboards, vehicle wraps, and transit ads.