

MULTIMEDIA DESIGNER & DEVELOPER



NICOLE ALLEYNE

CONTACT

p // 347-549-7842
e // nicole.m.alleyne@gmail.com
w // www.nicolealleyne.com

SKILLS

FRONT END:

- + HTML/CSS
- + JavaScript, Type Script
- + JQuery, Angular, React
- + Google Amp
- + AWS
- + CMS platforms
- + GIT Version Control
- + Content Management Systems
- + SEO
- + Web Technologies Instruction

App:

NativeScript
XCode

CREATIVE:

- + Art Direction
- + Print Communication
- + Motion Graphics
- + Photography
- + Video creation and editing
- + Corporate Identity
- + Event & Trade Show Graphics
- + Mobile App Development
- + Multimedia Instruction

PROFILE

As a Multimedia Designer & Developer, I specialize in Art Direction, Frontend Web Development & Motion Graphics. I've worked with small businesses, independent professionals, creative agencies, large entities and everything in between to produce and deliver engaging and effective visual products.

SELECTED PROFESSIONAL EXPERIENCE

DESIGN DIRECTOR

HOLLYWOOD LIFE, PENSKE MEDIA — 2017-Present

Stewarded the brand's visual identity across a wide range of products and platforms from on-line to video & print, environmental spaces and social media.

- Work directly with tech team to maintain site and implement new components
- Work closely with EIC and editorial staff on site updates
- Videographer for behind the scenes celebrity photo shoots
- Lead brainstorms and concept development on pitches and projects
- Build presentation decks and present creative concepts to media outlets
- Create UI prototypes in InVision & Sketch
- Create UI animations and broadcast-ready videos in After Effects & Premiere
- Worked closely with developers to produce brand's first mobile app

MULTIMEDIA ART DIRECTOR

FREDERICK GOLDMAN JEWELRY, INC. — 2012-2015

Multimedia Designer for Integrated Marketing Dept. Responsible for design, production and deployment of web, print & interactive materials.

- Worked closely with sales, marketing and photography teams on B2B creative
- Lead brainstorms and concept development on pitches and projects
- Built presentation decks and presented creative concepts to clients
- Created comps in Photoshop, Sketch, InDesign and Illustrator
- Created UI animations and broadcast-ready videos in Flash, After Effects & Premiere

CREATIVE DIRECTOR

BASIA GROUP OF COMPANIES — 2009-2012

Developed and expanded Caribbean based media group's creative brand portfolio which consisted of print, on-line, television and live events.

- Worked with inter-regional teams of creatives for photo shoots, interviews and styling.

Major Projects:

- Creative Director & Content Producer for 'Beat Breast Cancer Music Festival' in 2012-13

MULTIMEDIA DESIGNER & DEVELOPER



NICOLE ALLEYNE

CONTACT

p // 347-549-7842

e // nicole.m.alleyne@gmail.com

w // www.nicolealleyne.com

EDUCATION

MA, New York University

BFA, School of The Art Inst. of Chicago

SELECTED PROFESSIONAL EXPERIENCE

(CONTINUED)

ADJUNCT / FOUNDATIONS OF WEB DESIGN

TOURO COLLEGE - GRADUATE SCHOOL OF INFORMATION SCIENCES — 2018 -Present

Main areas of instruction: Intro to Web Design (HTML, CSS, JavaScript, and CMS)

ADJUNCT / CREATIVE TECHNOLOGY

FASHION INSTITUTE OF TECHNOLOGY — 2014 -Present

Main areas of instruction: Intro to Web Design (HTML, CSS, JavaScript), Print & Digital Production, Portfolio Design for Illustrators, and Intro to Vector Graphics.

INSTRUCTOR / FULL STACK DEVELOPMENT

NEW YORK DIGITAL FILM SCHOOL — 2016

Module I: Introduction to Front End Development - HTML, CSS and JavaScript.

Module II: Advanced CSS, JavaScript frameworks & libraries, NPM, Command Line Basics, JSON, Rest APIs and an overview version control processes.

MY FAVORITE TOOLS

Front End: HTML, CSS, JavaScript frameworks, JQuery, Node, basic PHP, and several distribution version-control systems. CMS experienced developer and designer on WordPress, Magento, Drupal and Joomla platforms. Solid understanding of back-end processes and software. Extensive experience in SEO.

Creative: Art direction, wire-framing, story boarding, UX research, Interface Design, usability testing, content strategy, synthesizing, Animation and video editing.

Software: Adobe Creative Suite: (Photoshop, Illustrator, InDesign, After Effects, Premiere, Dimension and XD), Sketch, Invision & Unity.