




ALLISA FRAZIER

Multidisciplinary Visual Designer

 (812) 870 - 1620

 allisafrazier@gmail.com

Personal Skills

Branding & Visual Identity
Print Production & Prepress
(signage, wraps, large-format)
Digital Design
(email, web, marketing assets)
Apparel & Merchandise Production
Infographics & Data Visualization
HTML/CSS Implementation
Accessibility-Focused Design
(WCAG)
Client Communication
Project Execution

Technical Skills

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Figma
Sketch
Microsoft PowerPoint
Google Slides
Google Sheets
CSS/HTML

Education

Bachelor's of Fine Arts
Visual Communications
Ball State University
2011-2015

About

Multidisciplinary visual designer with 10+ years of experience spanning digital design, print production, and real-world applications. Strong foundation in signage, vehicle wraps, and prepress workflows, combined with enterprise experience in performance-driven digital design. Known for bridging creative concepts with production-ready execution across physical and digital environments.

Professional Experience

Freelance Designer & Production Specialist

Independent Clients 2015 - Present

- Delivered high-volume freelance work including branding, custom logos, and production-ready design assets
- Designed vehicle wraps and large-format graphics for public-facing fleets
- Created infographics translating client's data/information into accessible visuals
- Recreated and modernized logos and graphics for scalability and print use
- Produced a wide range of client work including hand-drawn logos, marketing materials, and digital assets

Lead Designer & Production Operator

Red Stitch Creative 2024 - Present

- Lead all creative production including logo recreation, vectorization, proofing and print-ready file preparation
- Operated and manage production on: Mimaki CJV 150-160 & UJF 6042
- Translated low-resolution client assets into high-quality, scalable production files
- Executed end-to-end workflows from design through physical output across signage and merchandise

Senior Visual Designer


Wunderkind 2021 - 2024


- Promoted from Visual Designer to Senior Visual Designer within 2 years
- Designed email and onsite marketing experiences for clients including Versace, Luxottica, and other high-profile clients
- Developed strong HTML/CSS skills to translate design into functional outputs
- Specialized in digital accessibility, earning certification and educating internal teams
- Acted as a key tester for internal software, identifying UX issues, documenting bugs, and improving workflows
- Developed workarounds to maintain design fidelity within evolving platform constraints



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Professional Experience (continued)

Lead Graphic Designer

CSI Signs 2015 - 2021

- Managed design and production for 500+ clients across signage and custom print and produced 1,500+ signage projects
- Created prepress files, proofs, and large-format designs including vehicle wraps and custom signage
- Produced 3-12 projects daily in a high-volume environment
- Stepped into a leadership role during COVID to maintain operations and continuity
- Designed complex custom builds including dimensional signage requiring measurement translation and fabrication planning

Graphic Designer/ Pre-Press Production Assistant

Matrix Imaging 2017 - 2019

- Managed prepress and production workflows, preparing print-ready files and routing projects across multiple printers
- Produced high-volume assets for clients including Hoosier Lottery, IndyGo, and Carrier
- Partnered with sales and clients to ensure artwork met technical requirements for high-quality print production

Selected Projects

Keep Indianapolis Beautiful – Vehicle Wrap Design

- Designed large-format fleet graphics for public-facing service vehicles
- Prepared production-ready files for print and installation

Logo Vectorization & Brand Cleanup

- Rebuilt low-resolution client logos into scalable vector assets
- Ensured usability across print, merchandise, and digital platforms

Infographic Design – Environmental Impact Reporting

- Translated complex data into accessible visual formats
- Designed for clarity, readability, and public communication

Accessibility Documentation & Standards

- Developed and implemented accessibility guidelines for design across digital marketing experiences
 - Produced documentation and led internal presentations to align teams on accessible design practices
 - Translated accessibility principles into practical standards for day-to-day design execution
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