

# Gerard Allison

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## **ACADEMIC/PROFESSIONAL BACKGROUND**

| <b><u>Degree</u></b> | <b><u>Year</u></b> | <b><u>University</u></b>   | <b><u>Major</u></b>             |
|----------------------|--------------------|--|---------------------------------|
| B.S                  | 2024               | The New York City<br>College of Technology<br>(CUNY)<br>Emphasis : Luxury & Global Fashion | Techology of Business & Fashion |

## **PROFESSIONAL LICENSES OR CERTIFICATE**

*CUNY Certification, Sexual Harassment, Gender-Based Harassment and Sexual Violence Student Curriculum, 2024, New York City College of Technology, CUNY*

*Photo & film Story Telling, 2019, from Made in Brownsville*

## **RELEVANT PROFESSIONAL EXPERIENCE**

*Freelance Visual Artist      Youth Design Center      March 10, 2019 - Present*

- Facilitated effective communication with clients and subjects to capture essential footage and photographs during shoots.
- Proficiently edited video and audio content using Adobe Premiere Pro, often meeting tight deadlines.
- Served as a production assistant, cinematographer, and editor for various video projects, collaborating with notable entities such as NBCU, Brooklyn Public Library, and the Jeff Bezos Family Foundation.
- Demonstrated expertise in advanced editing techniques, motion graphics, audio production, color correction, and managing 4K workflows.
- Successfully balanced creative, administrative, and technical responsibilities concurrently.

***Design Consultant***      ***NYC Department for the Aging***      ***September 2022 - Present***

- Strategize, craft, and disseminate social media infographics across agency channels using Hootsuite.
- Employ a blend of Photoshop, Illustrator, and traditional mediums to develop and refine illustrations.
- Conceptualize and execute designs for brochures, pamphlets, business cards, invitations, and program booklets, catering to diverse individual clients, organizations, and civic groups.
- Spearhead the creation and circulation of a monthly email newsletter reaching over 1,000 contacts through Mailchimp.

***Film Instructor***      ***Ascend Charter School***      ***Septemberr 2021 - June 2022***

- Taught photography classes for grades 6-8, including digital and film cameras, lighting techniques, composition, and image manipulation in Photoshop.
- Assisted with the planning of curriculum to ensure that students are exposed to a variety of media and subject matter appropriate for their grade level
- Provided professional development opportunities for teachers as well as student workshops on various topics related to photography such as photojournalism or portraiture.

***Social Media Manager***      ***Brownsville Community Justice Center***      ***January 10 2020 - June 25***

- Maintained social media content development by coordinating and implementing social media marketing communication
- Became well versed in Facebook Insights, Twitter Analytics, and social marketing platforms like Shoutlet and Curalate to analyze and present our social communication, as well as build engagement with fans and followers
- Monitored use of Social Media platforms, including providing customer service through Facebook and Twitter.

***Internship***

***Design Assistant***

***Shades Custom***

***January 2023-Present***

- Proficient in draping techniques for creating garment prototypes and refining designs
- Skilled in sketching fashion illustrations to visualize design concepts and communicate ideas effectively

- Experienced in patternmaking, transforming design sketches into precise patterns for garment construction
- Proficient in pattern digitizing using industry-standard software to enhance accuracy and efficiency in the design process
- Effective in client communication, adept at understanding client preferences and providing personalized design solutions

### ***Honors and Awards***

- Scholarship from Sean Carter Foundation , 2022

### ***PROFESSIONAL DEVELOPMENT***

#### ***EXPERIENTIAL LEARNING***

- The MET Fifth Avenue, Galleries 980-981 WOMEN DRESSING WOMEN assignment given by Professor Adomaitis. Located on 1000 5th Ave, New YORK, NY This experiential learning was for the purpose of learning how dress for women has evolved over the past centuries in couture fashion.

#### ***SOCIAL MEDIA & COMPUTING DATABASE***

Instagram, Facebook, Twitter, LinkedIn, Lexus Nexus, NY Times, Fashion Snoops

Adobe Photoshop, Illustrator, and InDesign, Image and photo editing, Web design basics (HTML/CSS), File management and organization

#### ***CIVIC ENGAGEMENT***

- Youth Design Center : Participated in Sneaker Drive by sorting and creating spreadsheet of sneaker donations by size and style

#### ***LANGUAGES***

Fluent in Spanish (written and spoken)

