

ALLIE OCHO

GRAPHIC DESIGN



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4240 5th Ave N Grand Forks, ND 58203

EDUCATION

2018-2022

University of North Dakota

Major | Visual Arts | Graphic Design

Minor | Media Communication

Cumulative GPA | 3.6

SKILLS

Photoshop



Lightroom



Indesign



Illustrator



Premier Pro



Photography



Microsoft Office



PORTFOLIO

allieochotorena.com

REFERENCES

Amy Chandler

UND Head Graphic Designer

Contact | (701) 330-4988

Tom Wynne

Former UND Head Tennis Coach

Contact | (701) 213-7212

Dave Geatz

UPENN Head Tennis Coach

Contact | (607) 279-9670

EXPERIENCE

ATHLETIC DEPARTMENT GRAPHIC DESIGN INTERN

University of North Dakota | 2021- Present

- Design UND Football T-Shirt graphics for marketing department promotions
- Create print materials including posters, flyers, signage and pocket schedules
- Design halftime graphics and promotions while working with the corporate sponsors
- Create UND Football gifs for live game updates
- Set up and executed photo shoots of products and athletes
- Create a series for UND Women's Basketball recruiting including original artwork
- Develop UND Men's & Women's Tennis posters, credentials and big screen visuals

WOMEN'S TENNIS TEAM CAPTAIN

University of North Dakota | 2020- Present

- Elected by teammates and coaches as team captain Junior and Senior year
- Lead, support and inspire teammates
- Ensure effective communication between coaches and team
- Serve as role model in competitive play

STUDENT- ATHLETES FOR INCLUSION & DIVERSITY

University of North Dakota | 2019- Present

- Elected by faculty and staff to serve and advocate on diversity, equality and inclusion initiatives for the UND Athletic Department
- Design and execute promotional materials for the NCAA Diversity & Inclusion Campaign
- Create all graphics and promotional materials for the organization

STUDENT- ATHLETES ADVISORY COMMITTEE

University of North Dakota | 2019- Present

- Selected by coaches to represent and advocate for the Women's Tennis program and student-athlete body
- Serve on the Fighting Hawk Brand subcommittee to help enhance student-athlete branding and tell behind the scenes stories of UND student-athletes and teams
- Brainstorm and create all graphics and promotional materials for the organization

TENNIS INSTRUCTOR

Westchester Country Club Rye, New York | May 2021- August 2021

- Coordinated and conducted individual and group tennis lessons for juniors and adults
- Provided administrative support in the tennis shop including scheduling lessons and organizing events.
- Developed innovative ways to help younger players develop on and off the court

'IMRECRUITABLE' INTERN

Miami, Florida | May 2019- August 2019

- Researched target audience and provided insight to potential partners
- Surveyed current consumers to improve our product
- Analyzed data to identify needs set goal for future sales