

# Allison VanKanegan

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## KEY SKILLS

Adobe Illustrator • Adobe InDesign • Adobe Photoshop • Adobe XD • Art Direction • Atlassian Confluence • Atlassian Jira • Asana • Branding • CSS • Canva • Design Management • Design Strategy • Design Thinking • Drawing • Editing • Creative Facilitation • Figma • HTML • InVision • Microsoft PowerPoint • Microsoft Word • Photo Retouching • Photography • Print Production • Project Management • Sketch • Typography • User Research • UI/UX

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## CAREER HIGHLIGHTS

### Stood Up a Self-Service Design Capability

Built out a self-service design capability for Sonatype's field and digital marketing teams, creating hundreds of assets and standards to allow teams to create their own social end event assets while maintaining s premium brand identity. This created a win-win situation: preventing our small design team from becoming a blocker for time-sensitive promotions, while freeing the team from repetitive tasks to allow focus on more high impact creative projects.

### Reimagined a Flagship Report

Reimagined and redesigned the 8th annual edition of Sonatype's flagship report, the State of the Software Supply Chain, from a static pdf to an interactive digital experience. Developed design concept and led the design and development teams to execute the final product and supplementary campaign assets. The new experience resulted in increased reach of the report, including a wider scope of press and industry leader mentions and increased brand visibility.

### Led Two Successful Company Website Redesigns

Led and oversaw all aspects of two separate website redesigns for Blackstone Federal and Sonatype, including preliminary user research, vendor selection, information architecture, visual design, content creation (including videos), coordination across multiple

stakeholders and departments, feedback cycles, rollout communications and managing development and QA of the sites. The Sonatype corporate redesign was also completed in conjunction with a complete redesign of company assets across all touch points, including overhaul of brand system, physical, digital, and multimedia.

### Built out a Design Offering

Built out Blackstone Federal's design capability from scratch as the first designer hired at the company, giving a new perspective and competitive edge in winning technology contracts. The work included co-developing a rebranding workshop for customers and bringing a UX perspective to multiple client projects in various capacities via consultations, user research, page design and development, and hiring 2 additional designers to the team.

### Managed Successful Product and Brand Overhauls

Completed multiple successful start-to-finish application rebranding/redesign efforts across 3 companies, including facilitating cross-department creative brainstorming workshops, creating new names, designing new brandmarks, user research, UI design and page development, and managing the auditing and updating of existing assets across multiple teams.

## EXPERIENCE

### Design Director

Sonatype, Inc., Tysons, VA | Mar. 2020–present  
*Senior Designer 2020–2021, Senior Manager, Design 2021–2022*

### Senior UX Designer

Apptium Technologies, Reston, VA | Nov. 2019–March 2020

### Senior Creative Designer

Blackstone Federal, Arlington, VA | June 2017–Oct. 2019

### Senior Designer

American Association of University Women,

Washington, DC | June 2008–June 2017  
*Designer 2011–13, Junior Designer 2009–11,*

### Marketing and Web Designer

A River's Reach, Elon, NC | Jan. 2008–May 2008

## EDUCATION

### Bachelor of Arts in Sociology and Digital Art

Elon University | 2004–08

### UX Design Certificate

General Assembly | 2019

## EXPERIENCE DETAILED

### Design Director

Sonatype, Inc, Tysons, VA | 2020–Present

*Senior Designer 2020–2021, Senior Manager, Design 2021–2022*

- Stood up and maintain a self-service style system of company-wide templates, and standards to allow various teams to update day to day assets (social media, presentation slides, illustration library, etc) freeing up design team for more creative projects
- Led corporate website redesign team and concurrent visual rebrand of all company assets, transforming brand look and feel to a premium, enterprise level experience across all touchpoints including web, events, social media, email, video, advertising, printed assets, etc
- Lead design strategy to balance needs of the business, design capacity, and incoming requests to ensure the team was working on the right projects at the right times
- Manage a team of internal designers, developers, and external agency resources to ensure uniform application of design standards, creative outcomes, and brand image
- Empower and support teams throughout Sonatype to create assets aligned with both the corporate brand and individual campaign goals while ensuring a consistent, premium brand identity across all touchpoints—digital, physical, and experiential
- Provide art direction and feedback on projects across the company for visual execution of designs
- Optimize creative production pipelines and prioritize projects for the design team
- Ensure internal project timelines and budgets are reasonable, achievable, and optimized for ROI
- Establish and maintain systems to track design work, keep stakeholders informed, and measure workload of the team
- Solve design problems under narrow parameters, strict budget, and tight timelines
- Translate complex product technology into easy-to-understand stories across multiple assets and channels
- Collaborate with stakeholders across departments to develop creative ideas, integrate feedback, and execute world-class designs within a consistent and premium brand identity and the highest design standards
- Organize and maintain design assets, templates, & project files

## Senior UX Designer

Apptium Technologies, Reston, VA | 2019–2020

- Worked collaboratively with project team members to develop design concepts, providing advice and recommendations to ensure effective results on tight deadlines
- Developed user flows, wireframes, journey maps, and other documentation illustrating user interactions and experience
- Served as the resident expert on design strategy, UX/UI issues across company
- Created style guides and UX best practices shared across the organization to ensure high quality and consistent user experience across products
- Designed user interfaces for applications and websites
- Managed, mentored, and trained junior staff

## Senior Creative Designer

Blackstone Federal, Arlington, VA | 2017–2019

- Oversaw all aspects of Blackstone Federal website redesign in 2019, including preliminary research, design, and implementation
- Managed company and client branding
- Developed user interfaces for applications and websites
- Served as the resident expert on design strategy, UX/UI issues across company and client base
- Designed branding, marketing, and communications collateral (i.e. data visualizations, slick sheets, posters, brochures, programs, websites, logos, and social media)
- Developed and facilitated creative brainstorming and design thinking sessions with teams
- Worked collaboratively with project team members to develop design concepts, providing advice and recommendations to ensure effective results
- Led multimedia projects including scripting, storyboarding, and art direction for videos and animations
- Created style guides and easy-to-use templates to ensure brand consistency
- Conducted user research to ensure products meet end users needs
- Gained a firm understanding of scope, objectives, and client expectations at the outset of a project
- Served as a technical expert for common design software such as Adobe Creative Suite, Microsoft PowerPoint, and Microsoft Word
- Managed and coordinated web and print projects to include vendor management
- Mentored and trained junior staff

## Senior Designer

American Association of University Women, Washington, DC | 2008–2017

*Intern 2008–09, Junior Designer 2009–11, Designer 2011–13*

- Managed design, photo editing, and layout of AAUW Outlook, an award-winning magazine delivered to over 100,000 people
- Collaborated in the creation and implementation of a new logo and brand guidelines in 2013
- Produced over 200 print and web projects per year
- Managed, mentored, and trained junior designers and design interns
- Designed nationally recognized research reports and accompanying promotional materials
- Created marketing collateral, staging, and signage for conferences attended by nearly 1,000 women and men per year
- Developed assets, including infographics, for websites and social media
- Coordinated with vendors to achieve the best possible project results

## CONTINUING EDUCATION

### Career Development

- General Assembly's UX Design Part-Time Course | 2019
- AIGA's Business of Design: Growing Relationships | 2019
- AIGA's Design Impact in Government | 2018
- AIGA's Inclusive, Accessible Design with Pivotal | 2018
- Government UX Summit | 2018
- Create& Co's Design Sprint Bootcamp | 2017
- The Management Center's Managing the Change the World: 2 Day Crash Course | 2016
- Circles Conference | 2016
- Bossed Up Bootcamp | 2015
- Head, Heart, Hand: AIGA Design Conference | 2013
- HOW Design Live | 2013
- TJP&A InCopy Workflow | 2012
- National Geographic Expeditions Weekend Photography Workshop: Washington, DC | 2012
- Edward Tufte's Presenting Data and Information workshop | 2011
- Maureen Luran's Putting Color Theory into Practice weekend workshop | 2010
- The Smithsonian Associates Color Theory | 2010

### Awards

- [Sonatype Values Champion Award](#) | 2022
- Blackstone Federal All-Around Impact Award | 2019
- NCCIC Quarterly Team Innovation Award | 2019

### Memberships & Certifications

- AIGA Member | 2010—Present
- International Toastmasters Member | 2018—19
- Professional Scrum Master Certification (PSM I) | 2018

### Artistic Development

- Arlington Arts Center Drawing Fundamentals | 2018
- Arlington Arts Center Sketchbook DC | 2016
- Arlington Arts Center Mixed Media Collage | 2016
- Arlington Arts Center Creative Collage & Paper Art | 2015
- The Smithsonian Associates Introduction to Calligraphy | 2015
- Arlington Arts Center Artist Bookmaking | 2014
- The Smithsonian Associates Coptic Bookbinding | 2014
- The Art League School Silk Screen Printing | 2010–11