

ALLA KLUSSMANN

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PORTFOLIO
allaklussmann.carbonmade.com

SOCIAL MEDIA
Instagram: @lunebones

EDUCATION

University of Texas at Austin - Class of 2014

B.F.A. from the Department of Fine Art
Drawing & Painting Concentration
First Class of The Bridging Disciplines Program: Graphic Design Focus

SKILLS

Drawing - Painting - Graphic Design - Hand Lettering - Marketing - Social Media - Content Copy Writing
Excellent Written and Verbal Skills - Leadership/Training - Fast-paced Multi-Tasker
Customer Service/Experience - Team Player - Resourceful - Organized - Accountable
Coachable - Problem Solver - Independent Self Starter - Business Owner

SOFTWARE & PLATFORMS

Illustrator - Photoshop - InDesign - Excel - Word - Planoly - LinkedIn - Zendesk - Slack - Zoom
Instagram - Facebook - Twitter - Pinterest

REFERENCES

Lydia Garcia
Social Media Coordinator at McCombs School of Business
University of Texas at Austin
lydia.garcia@mcombs.utexas.edu

Emily McLean
eCommerce Business Manager at Central Market
mcmiley@gmail.com

Elizabeth Linder
Owner of E Linder Studio
elinderstudio@gmail.com

WORK EXPERIENCE

Lunebones Social Media Manager & Freelance Graphic Designer

June 2014 - Present

Creates original artwork and digital prints for sale on Vsual Co. Online Shop at vsual.co/shop/lunebones. Independently designs & distributes all merchandise and promotional material: clothing, stickers, fliers, business cards, social media ads and content creation. Through a combination of impactful art and graphic design, creative social media marketing strategies, thoughtful content copywriting and thorough monitoring of progress through media analytics and dashboards, the Instagram account campaigns lead to an increase of inbound traffic, client engagement and sales in original digital art prints.

Freelance designs for various clients like John Dromgoole's Natural Gardener, Vino Volo in the Austin-Bergstrom International Airport, Tia Coco's Treats & Eats, Her Name is Karma and Camp Nakanawa. Projects range from logo development, album cover art, hand painted store displays, tattoo designs and fine art commissions. Independently manages all customer accounts and provides detailed consultations to achieve brilliant results that over exceed client expectations, leading to effective retention.

CM Curbside Customer Support Representative

Central Market

March 2020 - Present

Manages accounts for the first generation of the Central Market Curbside Support Call Center during the Coronavirus pandemic. Adapts rigorously to the rapidly changing climate to ensure customers receive the high quality care they deserve during a difficult time. Proficient in Zendesk, a call center platform, and Slack, an IM communication system for remote employees. Enthusiastically goes above and beyond for the customer to provide essential assistance while upholding an uplifting, positive attitude amidst adversity. Exhibits patience and excellent listening, writing, verbal, typing skills. Improvisational skills are elevated and refined.

Store Artist & Graphic Designer

Central Market

August 2016 - March 2020

Fast-paced multitasking, juggling multiple hand-crafted painted displays & graphic design projects with tight deadlines. Organization & attention to detail was key to meet the demands of the store while designing high-quality, impactful pieces. Production and time management were highly developed in this environment, and skillset continued to adapt & evolve to satisfy the brand. A keen sense of independent project management and collaborative consultative communication was sharpened & perfected.

Sign Artist & Cashier

Trader Joe's

August 2014 - August 2016

Created hand lettered & painted advertisements for merchandised displays in-store. Worked as a liaison between the art department and the managers, employing affective communication to design work to meet brand needs, sell product, and promote in style. Customer-facing support representative with exceptional product and company knowledge.