ALISON BUCKMAN

Multidisciplinary Designer | Graphic Design | Branding | Color & Material

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PROFESSIONAL SUMMARY

Multidisciplinary designer with an MFA in Color & Material Design and a background in graphic design, branding, and visual communication. Experienced in developing creative solutions across digital, print, and physical applications, from initial concept through final production. Combines a strong understanding of color, materials, and visual storytelling with a collaborative approach to creating thoughtful, cohesive design solutions.

PROFESSIONAL EXPERIENCE

Color and Construction Associate | Autoneum | Oct 2024 – May 2026
Managed Color & Construction and AAR approvals for GM, Ford, Stellantis, BMW, Hyundai, Lexus, and Mercedes programs. Conducted visual and spectrophotometer evaluations of carpet, TPO, and serging yarn; maintained global color/material libraries and coordinated suppliers and teams to meet Class A standards and timelines.

Graphic Designer – Freelance | Mothfire Brewing Co. | Jun 2023 – Jun 2025
Developed brand and marketing assets for print, digital, social media, events, and presentations.

Graphic Designer – Freelance | Leon | Feb 2024 – Oct 2025
Created visual design and brand assets supporting marketing and communications.

Graphic and Branding Designer – Freelance | BlueDog | Jan 2024 – Aug 2024
Built a brand identity spanning logos, color and typography systems, apparel, menus, food-truck wrap, website, and social media.

Graphic and Brand Designer – Freelance | TI Fluid Systems | Nov 2023 – Feb 2024
Produced marketing materials, presentation graphics, logos, and brand guideline updates for visual consistency.

Graphic and Marketing Designer – Freelance | Beyond Basics | Sep 2023 – Nov 2023
Designed posters, flyers, banners, infographics, invitations, presentations, landing-page updates, and event materials; supported CMS management.

Color and Trim Design Intern | Honda | May 2022 – Aug 2022
Collaborated on future Honda and Acura exterior color concepts, trend research, and sustainable color/material innovation.

ADDITIONAL DESIGN EXPERIENCE

Volunteer Graphic Designer | Friends of Detroit Animal Care and Control | 2023 – Present
Create social graphics and promotional materials highlighting adoptable dogs and adoption events.

EDUCATION

MFA, Color and Material Design | College for Creative Studies
BA, Creative Advertising – Art Concentration | Michigan State University
Specializations: User Experience Research & Design; Basics of Web Development & Coding | University of Michigan

SKILLS

Adobe Illustrator | InDesign | Photoshop | Premiere Pro | XD | KeyShot | Canva | Brand Identity | Typography | Layout | Print & Digital Design | Presentation Design | Color Analysis | Trend Research | Social Media | Email Marketing | Wix | CMS | Mailchimp | Word | PowerPoint | Excel | HTML5 | CSS3 | JavaScript

AFFILIATIONS AND RECOGNITION

Bronze ADDY Award (2021) | American Advertising Association (AAF) | Women in Advertising & Communications Mentorship Program | Young Ones International Portfolio Competition