

allison koss selya

**I am a design leader and creative problem solver with over a decade of experience who brings a passion for purpose-driven work and a strategic mindset to everything I do.**

A graphic designer by trade, I spent 7 years in communications and marketing strategy roles before returning to creative direction, which allows me to bring a unique perspective to my work, equally balancing the visual and strategic elements of any project. I specialize in communicating complex narratives in clear and innovative ways by leveraging data-driven insights and building strong relationships with the stakeholders I support.

I am a natural leader who takes pride in the success of the teams I manage and am equally as comfortable in a management position as I am working alongside my team as a hands-on designer. I excel at implementing structure and fostering transparency, having created standardization, reporting metrics, and improved workflows at different organizations throughout my career.

## Guiding principles:



**I have a passion for work that drives measurable business impacts.**

Having experience as a marketing strategist, I excel at creating not just visually stunning solutions, but ones that best support the business objectives behind them. Throughout my career, I have consistently built strong relationships with the stakeholders I support and developed a reputation as a trusted partner within organizations.



**I lead with openness and a team-first mindset.**

As a leader, I believe in putting my team first and building trusted relationships with my direct reports and teammates. I pride myself in being a strong communicator and open book, who helps my team members become better contributors while working towards their long-term development goals.



**I care about the process as much as the end product.**

Having worked in fast-paced environments and on small, nimble teams throughout my career, I continuously strive to find process improvements and more efficient ways of working that produce better quality outcomes. I've created design trainings, built self-serve resource hubs, and implemented tracking systems to improve reporting and measure creative efficacy.

## Education:



**Northeastern University**  
Boston, Massachusetts

BFA, Graphic Design / Cum Laude



**The New School**  
New York, New York

Information Design for Infographics & Visual Storytelling

## Volunteer involvement:

**Fidelity Boundless**

Mentor and job shadow host

**UnitedHealth Group Creative Community of Practice**

Steering committee member

**Able@Liberty Employee Resource Group**

Communications volunteer

## Professional experience:



DECEMBER 2023 - PRESENT

### **Fidelity Investments** **Senior Design Manager**

I lead the presentation and visual design for Fidelity's Corporate Services group, CFO office, CEO, and other executive leadership, creating main-stage slides, reporting packages, and more. I work closely with Corporate Services and Finance leaders to communicate complex data and bring their stories to life through creative problem solving and data visualization. As the presentation design SME for the business unit, I also lead training workshops to business partners on the science and execution of successful slide design.



AUGUST 2022 - OCTOBER 2023

### **Optum** **Creative & Communications Director (Solutran)**

As the creative leader at a rapidly growing FinTech company within Optum Financial, I oversaw the design and messaging for B2B marketing materials and strategic presentations, working closely with c-suite leadership, internal marketing partners, and external agencies. I led a team of marketers and creatives who directly supported the revenue organization's growth targets, crafting presentations and executive readouts, managing event appearances, and leading large-scale brand initiatives that led to partnerships with leading health plans and retail banners.



DECEMBER 2013 - AUGUST 2022

### **Liberty Mutual Insurance**

#### **Marketing Manager / Senior Presentation Designer / Senior Internal Communications Designer**

I first joined Liberty Mutual as an executive presentation designer and internal communications specialist for the Commercial Insurance Claims business. I helped translate complex stories about business results and employee engagement into digestible, compelling and on-brand presentations for internal and external audiences.

In 2015, I joined the Strategic Partnerships group as a presentation designer, working with the SVP to support employee communications and sales initiatives. Following a promotion in 2017, my role expanded to include marketing support of B2B sales and client stewardship. I developed standardized sales decks and managed an integrated, multi-channel marketing strategy to support lead generation and program growth. I was promoted in my role once more and grew the scope of my responsibilities, including presentation design trainings, large-scale vendor management, and other marketing initiatives including brand strategy, consumer insights studies, and more.



JUNE 2014 - JULY 2022

### **Hockey by Design**

#### **Editor in Chief / Assistant Editor / Site Contributor & Designer**

I first joined Hockey by Design contributing blogs about aesthetics and design within the NHL, college and international hockey. Supporting the expansion of HbyD's retail arm, I created original illustrations for 100+ SKUs, accounting for 17 of the top 20 revenue-producing products. In 2019, I was promoted to assistant editor, overseeing editorial and social. Within one week, Instagram engagement increased by 923%, and followership grew 2x within three months time. In late 2021, I was promoted to Editor in Chief, managing all editorial content, promotions and communications for both the blog and Market. The market subsequently experienced a year-over-year increase in return customers of 30%, and a 56% increase in sales attributed to marketing efforts.



APRIL 2013 - DECEMBER 2013

### **Greatist**

#### **Graphic Designer (Blood, Sweat & Cheers)**

My primary responsibilities for Blood, Sweat & Cheers (BSC) were designing banner ads for the blog and emails, helping attract new subscribers and promote sponsored giveaways. I also helped publish editorial content and email campaigns through BSC's content management system and conducted photo research to support the editorial team.



DECEMBER 2011 - DECEMBER 2012

### **Her Campus** **Graphic Designer**

Working directly under the co-founder, I created packages of web assets for sponsored brand takeovers and specialty themed site displays. My responsibilities also included collaboration with multiple university branches to develop original design elements relevant to their respective schools yet staying cohesive with the Her Campus master brand.