

Zoe Allgaier

Graphic / Motion / Web Designer
with 8+ years of experience

Designer II

Utah Valley University | 11/23 - present

- Designed + scaled brand system for UVU's first comprehensive fundraising campaign across **902+ projects** — contributing to **\$254M raised**
- Led UX redesign of donor-facing giving pages, increasing engagement rate to **96.2%** (+59.5%) through mobile optimization, A/B testing, and reduced steps-to-donate
- Drove **147%** increase in online reach through redesigned campaign assets and improved UX across web, email, and digital platforms
- Grew newsletter CTR by **454%** (1.3% → 7.2%) through iterative design and audience-informed layout improvements

Creative Director

Elysium Black Diamond | 04/23 - 11/23

- Built **end-to-end brand** identity, e-commerce infrastructure and content system from scratch
- Sole designer across two Shopify storefronts, email automations, packaging, and product photography
- Scaled ElysiumBlack.com to **\$300K revenue** and ElysiumHope.com to **\$10K+ monthly** through integrated web, email, and social strategy
- Grew combined social presence to **80K+ followers** through a self-built content system of 500+ assets

Graphic Designer

HIPOWER Systems | 03/22 - 12/22

- Led design initiatives and overall content strategy, translating technical information into clear user-facing messaging
- Grew LinkedIn following to **6,000+** through cross-platform social media campaigns
- Produced print collateral, internal communications, and hiring initiative materials

Video Producer

Any Hour Services | 01/18 - 08/21

- Oversaw weekly development of long-form DIY content, "ride along" videos, and social content to an audience of **27K** across social platforms
- Increased YouTube audience by **60%**
- Executed innovative short-form strategy with Instagram TV, using existing content to reduce production cost

A large, stylized, handwritten signature of 'Zoe' in black ink, located at the bottom right of the page.