

Ally Bechtold

allybechtold@gmail.com
allybechtold.com
732.948.3554

Education

Pratt Institute

Brooklyn, NY 2017 - 2021
BFA: Advertising + Art Direction
GPA 3.7

Honors

Presidential Merit Scholarship: 2017 - 2020
President's List: 2017 - 2020
Dean's List: 2017 - 2020
Order of Omega Honor Society: 2019 - 2020

Involvement

Student Government	Chair of Campus and Community
Tri Sigma Sorority	Panhellenic Delegate Sisterhood Chair Awards Chair
Residential Life	Resident Advisor Hall Council

Work Study

Event Assistant: 2017 - 2020
Computer Lab Monitor: 2019
UI / UX Research Assistant: 2019

Acknowledgements

Ads of The World
- 'Iris - The scent of a secret': 2019
- 'Aussie Heat Damage Repair': 2019
Museum of Arts & Design Ball: 2018
Pratt Research Open House: 2019

Experience

Riverbend Consulting

Interactive Designer
NJ, 2020 - Present

Optimized Riverbend's Wordpress website by enhancing the user interface and creating new user experience architecture. Designed branded product decks for business services and client proposals.

Forbes

Design + Sales Intern
NJ, 2020

Committed to intern during Summer 2020.
Postponed to Summer 2021 due to COVID-19.

Proenza Schouler

Creative + Marketing Intern
NY, 2019

Coordinated marketing initiatives, daily news, and influencer research. Monitored Proenza Schouler's social media strategies, while analyzing strategic content development for over 1 million followers.

Blindfold Magazine

Graphic Designer
NY, 2018 - 2019

Executed streamlined branding and graphic design in collaboration with the Creative Director. Contributed to entire rebrand, including the website design. Created, planned and implemented content to various social media platforms.

Skills

Proficiencies

Adobe •
- InDesign
- Photoshop
- Illustrator
- Premiere
- Dreamweaver
Google Suite
Microsoft Office
Cinema 4D

Professional

Advertising
Art Direction
UI / UX Design
Graphic Design
Branding
Marketing
Social Media

Personal

Multi-tasking
Networking
Collaborating
Organization
Event-planning

Languages

HTML/CSS
Javascript



Design for brighter purposes.