



CONTACT

Alison Woliver

Email: alisonwoliver@gmail.com

Phone: (805) 448 - 4122

Website: alicatcreative.com

EDUCATION

San Diego Portfolio Studio 2013
Advertising & Ideation

The Art Institute of San Diego 2012
Bachelor of Science, Graphic Design

- Graduated with high honors
- Received the "Outstanding Graduate Award"

SUMMARY

Multidisciplinary brand and digital design leader with extensive experience shaping digital touchpoints that command attention and scale with purpose. Blending strategy with imagination, Ali brings big ideas to life through cohesive creative direction, thoughtful systems, and hands-on execution across multiple channels. A detail-obsessed problem solver who loves untangling complex challenges and building brands that feel intentional at every touchpoint. She is a trusted creative partner and team leader who elevates both the work and the people behind it.

SKILLS

- Brand Strategy & Creative Direction
- Brand Identity & Systems Management
- UX/UI Design & Digital Experience
- Digital Media & Visual Production
- Email Design & Optimization
- Weavy AI Workflows
- Motion Design, Animation & Video Editing
- Photo Manipulation & Retouching
- Basic HTML & CSS

SOFTWARE



EXPERIENCE

MUNICIPAL

2019 - Current

Director of Brand & Digital Design

- Own and lead the end-to-end brand and creative experience across DTC, retail environments, wholesale partners, and international markets

- Serve as primary brand authority and gatekeeper, governing identity systems, visual standards, and consistency across all customer touchpoints

- Define and evolve brand vision while ensuring alignment with business goals, growth initiatives, and product launches

- Lead digital experience strategy including website UI/UX, optimization, and QA in partnership with engineering and eCommerce leadership

- Establish scalable design systems, workflows, and creative operations that improve efficiency, consistency, and speed

- Provide creative direction for campaigns, product storytelling, lifestyle and studio photoshoots, and visual narratives

- Lead brand creative executions across website, email, digital advertising, campaigns, motion, video, retail, and experiential environments

Callaway Golf

2015 - 2019

Digital Design Lead

- Led digital design and UX execution for global product launches and brand initiatives

- Designed responsive web experiences, motion graphics, and digital campaigns supporting eCommerce and marketing goals

- Developed wireframes, prototypes, and UX solutions informed by testing, data, and user behavior

- Partnered closely with engineering and marketing teams to deliver cohesive, high-performing digital experiences

View more job history on my LinkedIn:

<https://www.linkedin.com/in/alison-woliver-a60962bb/>