



# allison biesboer

content design leader

linkedin.com/in/allisonbiesboer  
biesboerdesigns.com  
austin, tx

## experience

### Visa

**Senior Content Design Manager**  
Design @ Visa  
Austin, TX September 2021 to present

### IBM

**Lead Content Designer and Strategist**  
Austin, TX October 2018 to September 2021

**Content Marketing Manager**  
Austin, TX March 2017 to October 2018

**Content Strategist**  
Austin, TX January 2017 to March 2017

**Worldwide Content Manager**  
Austin, TX April 2015 to January 2017

**Multimedia Development Specialist**  
Austin, TX July 2014 to April 2015

### The Ohio State University - ACCAD Advanced Computing Center for the Arts & Design

**Graduate Teaching Assistant/Lecturer**  
August 2013 to May 2014

**Graduate Research Assistant**  
October 2011 to June 2013

**The Ohio State University  
Athletic Department**  
Scoreboard Graphics Animator, Video Services  
Columbus, OH August 2011 to August 2013

**Northwestern University  
Feinberg School of Medicine**  
Freelance Graphic Designer  
Chicago, IL July 2011 to September 2012

**Planet Propaganda**  
Intern  
Madison, WI May 2011 to July 2011

**University of Wisconsin  
Division of Intercollegiate Athletics**  
Graphic Designer and Photographer,  
Web Services  
Madison, WI October 2007 to July 2011

**Kate Spade & Company**  
Design Technologies Intern, Lucky Brand  
New York, NY June 2009 to August 2009

**Freelance Design since 2007**  
Need design work or consulting? Let's do this!

## education

**MFA, Digital Animation & Interactive Media**  
The Ohio State University, Columbus  
September 2011 – June 2014

**BFA, Graphic Design  
BA, Spanish**  
University of Wisconsin, Madison  
August 2006 – July 2010

**Minnetonka High School**  
Minnetonka, MN  
September 2002 – June 2006

## awards & certifications

eCornell Project Leadership certificate  
IBM Enterprise Design Thinking Co-creator  
Special Equity Award  
Buyer-Centric Award  
Manager's Choice Award (2)  
IBMer Appreciation Program Award

## speaking

Design & Content Conference Speaker  
IBM Spark Design Festival Speaker

## projects

Visa Product Design System: Content  
IBM Design Matters video series  
IBM Racial Equity in Design  
IBM Universal Experiences  
IBM Community Platform  
IBM Design Career Playbook  
BuilderBuilder (web design)

## publications

Hundreds of digital publications on IBM.com

### Master's thesis:

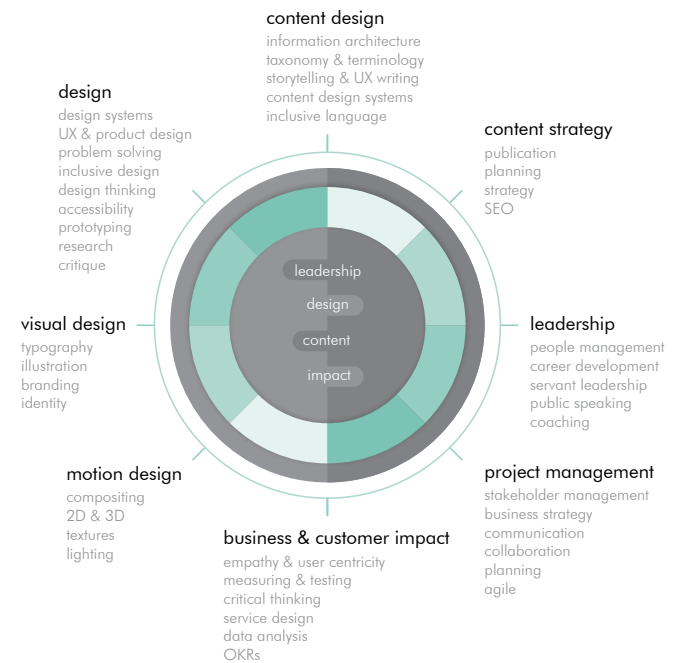
7-Minute Animated short thesis film, *Diversa*

Publication, "The process of designing animation and motion graphics as a visual response to surveyed opinions on hyperreality, reality, and film"

2014 MFA Design Exhibition at the OSU Urban Arts Space

Digi-Eye Student Film Festival

## skills



**Technical Tools:** Figma, Chat GPT, Adobe CC; Illustrator, After Effects, PhotoShop, Premiere, Sketch, GitHub, Jira, Coda, Airtable, VS Code, content management systems

**Digital Animation:** Maya, Mudbox

**Web Languages:** HTML, CSS, JavaScript, XML, jQuery, design systems supporting React, Angular, Flutter

**Analog Skills:** Painting, Illustration

### Languages:

English:

Spanish:

Dutch:

## organizations

AIGA  
Creative Mornings  
IBM Content Design Guild (Committee)  
IBM Racial Equity in Design  
Nonprofit consulting  
Project Management Institute  
Visa Content Co-op (Founder)

## interests

Coffee  
Crafting, painting  
Dogs  
Film, video, animation  
Mountain biking, hiking, yoga  
Racial and social equity  
Sustainable design  
Technology, science  
Women's leadership in STEAM