
DEVON MALLOY

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Work Experience

Lebanon Valley College Center for Global Education

Student Worker

August 2016 - Present

- Develop and implement promotional materials and marketing campaigns to encourage LVC students to study abroad.
- Manage and update website and database of interested students.
- Created a Study Abroad Ambassador program which connects interested students with alumni and currently oversee 28 ambassadors representing 10 different study abroad programs.

Listrak - Lititz, Pennsylvania

Design Intern, Sales Department

May - August 2018

- Supported Listrak's Sales Team with custom creative requests that aided in winning \$242,000 in new business.
- Developed and designed print collateral, presentations, process optimizing materials, as well as executing data mining and analytics for the Sales Team.
- Listrak is a digital marketing and SaaS (software-as-a-service) company with over 1,000 clients.

Maastricht University - Maastricht, Limburg, Netherlands

Intern, Center for European Studies (CES)

June - August 2017

- Provided over 200 students from across the globe with city tours and support in their transition to studying abroad.
- Designed interactive activities to help acquaint them with the city.
- Guided field trips to various European cities including Amsterdam, Brussels, and Berlin.
- Developed a promotional Facebook campaign designed to increase post engagement which raised interactions by nearly 10X over other content on CES's Facebook.

Project and Research Experience

Project Manager and Designer, RebridgeUs

August 2018 - Present

- Manage a team of three in the conceptualization and development of a company building a web-based solution to aid in communication with political representatives at all levels.

Digital Equity in Pennsylvania

Ongoing

- Ongoing research with a team from Penn State and Lebanon Valley College into the impacts of the digital divide in Pennsylvania and the potential for schools, corporations, and government to mitigate the impacts of unequal access to technology resources.

UX and Graphic Designer, What Heroin Sounds Like

March - May 2018

- Developed a six-stage interactive exhibit to better community understanding of the heroin epidemic and destigmatize addiction.
- Designed the layout, abstract portraits, and promoted the one-night event which was attended by nearly 300 community members and students.

Education

Lebanon Valley College - Annville, PA

Digital Communications - Bachelor of Science

Anticipated Graduation May 2019

- An innovative, interdisciplinary approach to emerging media and technology in which students integrate business, communications, design, user experience design, videography, and programming.
- Concentration in design with hands-on experience harmonizing all areas of study across the Human Centered Design process.

Global Studies - Bachelor of Arts

Anticipated Graduation May 2019

- Synthesizes global concepts such as engaging with global institutions, processes, and cultures; analyzing information and concepts' using data-driven methods; developing and expressing ideas.
- Challenged as global citizens to engage in global thinking and transcend physical and cultural borders.

Skills

User Experience Design

Graphic & Web Design

HTML5 & CSS3

Basic JavaScript & jQuery

Adobe Creative Suite

Usability Testing

Wireframing

Conversational German