



Alison Taylor Giannoni

graphic designer / cv and portfolio

CV

Alison Taylor Giannoni

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SOFTWARE SKILLS

Adobe Creative Cloud with strengths in InDesign, Photoshop, Illustrator, and Acrobat. Proficient in WordPress and Microsoft Office. Able to adapt to and learn new software and technologies.

EDUCATION

Completed the Golden Egg Academy's Foundation Year where I studied writing for children. Studied Historic Preservation at the Boston Architectural College (the BAC) and screenwriting at Harvard University Extension School. BA degree in graphic design, Simmons College, Boston.

PERSONAL INTERESTS

I run a writers' group that meets monthly (virtually). I have written a teen novel which I am currently submitting to agents and have a middle grade novel in the works. I like Formula 1, cooking, and sewing. I miss rollerblading with my husband and 10yo son at the leisure centre on Saturday nights.

PROFESSIONAL EXPERIENCE

Freelance Designer/Project Manager 2009 – present

Work closely with a variety of customers to design and manage both print- and web-based projects from initial ideas through to completion. Stick to timelines and deadlines.

Membership Secretary of the Knutsford Harriers 2019 – present

Utilise Microsoft Excel to manage a list of over 60 active members and over 30 on a waiting list.

Chairperson of Egerton Pre-School, Knutsford 2013 – 2014

Managed both the parent committee and budget of an outstanding-rated pre-school. Worked closely with the director to ensure the work environment was the best it could be. Organised and marketed events to raise funds to continue a successful operation. Wrote documentation for online safety for staff and children.

Web/Graphic Designer 2005 – 2008

Clockwork Design Group Inc., Boston, Massachusetts

Designed websites and print materials (logos, brochures, invitations, tradeshow booth graphics) for a variety of customers including law firms, high-tech companies, and non-profits. Worked in a small, creative office environment where I collaborated with outside copywriters, photographers, and programmers.

Web/Publications Director 2004 – 2005

Montserrat College of Art, Beverly, Massachusetts

Worked with faculty, students, and artists to create mini-websites and signage for gallery shows. Designed and managed an extensive website, 80-page catalogue, invitation package, and signage for an annual art auction that raised over \$190,000 in scholarship funds. Streamlined and centralised much of the College's print and web needs.

Senior Graphic Designer, Public Interactive, Boston 1999 – 2004

Graphic Designer, The Forum Corporation, Boston 1997 – 1999

Graphic Designer, Windy City Communications, Chicago 1996 – 1997



print materials

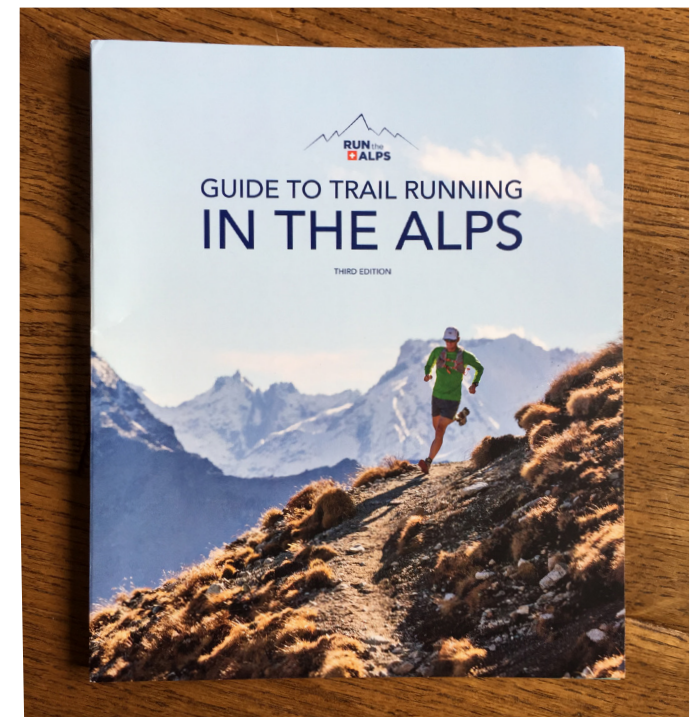


client: Run the Alps

project: full-colour printed trail running guide

goal: design a portable all-you-need-to-know guide on how to prepare for running in the Alps

note: 56-page hidden wiro-bound booklet created using inDesign; includes fold-out training regime in the back



full PDF version available upon request



80km Chamonix Marathon.
©Gaetan Haugeard

Katie Tip



Wearing the newest, matching gear from your favorite trail brand is required. Just kidding — but don't be surprised when you find yourself surrounded by runners who appear to have just jumped out of a catalog photo shoot. Don't be intimidated! At my first big Alps' trail race, Italy's Limone Extreme Skyrace, I moved to the back of the start corral when I saw everyone dressed in all the newest gear. I regretted moving to the back immediately when I realized that in Europe, nice gear does not equal speed. Even the flashiest spandex won't get you to the finish line faster!

REQUIRED EQUIPMENT

Unlike most races in other countries, trail races in the Alps almost always include a list of required gear. This list of "matériel obligatoire" is taken very seriously. There is usually a pack inspection prior to the race, during which you will be asked to show that you have each required item in your trail-running vest. Usually, you won't be able to pick up your "dossard" (your bib) until you have satisfied the required gear list.

Here's a typical list of requirements:

- Waterproof rain shell
- Warm hat
- Gloves
- Technical, long-sleeve shirt
- Roll of self-adhesive bandage in case of injury
- Headlamp (often noted as "head torch") with extra batteries
- 500 ml (about 17 fl. oz.) water
- Snacks and/or gels
- Reusable cup (often noted as "goblet") for aid stations
- Foil survival blanket
- Cell phone with race organization number programmed in to your contacts

Once you're through pack inspection, a timing chip will often be affixed to your vest. This is to assure that you don't drop your pack at some point, to run with less weight. At some races, you may also be required to show one or more items at an aid station, or randomly during the course. These are called "control points," or "controls." Frequently, for example, if you are running a longer race, there will be a control at an aid station that comes just before nightfall. Race officials will ask to see your headlamp and confirm that it's in good working condition, and check your shell — to know you're ready to go through the dark hours ahead!

Be sure to follow race gear requirements closely. Trail races in the Alps take this part of the process seriously. If the race asked for a waterproof shell, a windproof layer that's only water-resistant will result in disqualification, for example.

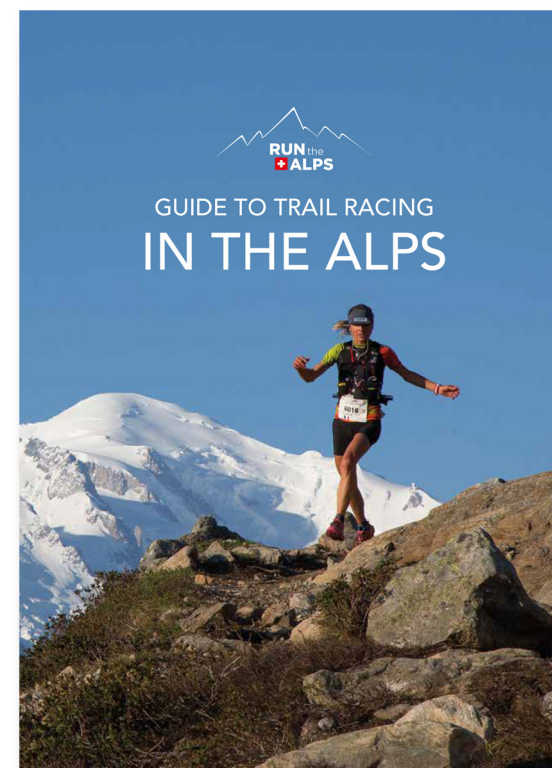
Trail-running poles can be used in most races, but if you bring them, you will be required to carry them for the full duration of the course.

client: Run the Alps

project: full-colour printed trail racing guide

goal: design a handy guide, smaller in size to the previous running guide, with a pocket in back containing race factsheets and medical forms

note: 36-page hidden wi-ro-bound booklet created using inDesign



Day 2 Overview: Les Contamines to Courmayeur

Check the forecast for foul weather, due to the high pass crossings. Make alternate plan if severe weather threatens. There is very poor mobile phone coverage in this area.

0km **Les Contamines**
Today's route takes us into the heart of the Alps, in history and superstition. Crossing the high passes and summit search of holy protection —

3.9km **Notre Dame de la Gorge**
Notre Dame de la Gorge is outside the church and onto the Roman road rises steeply up and take a moment to enjoy the view. The path passes a small buy fields, and the first clear view again, right before La Balme higher. This is your last oppo

8.1km **La Balme**
Leaving **La Balme**, you'll follow some flatter sections along the stream, often with snow remnants. Bonhomme. Look across to the UTMB®'s 145km race, the T

11.5km **Col du Bonhomme**
It's often windy here! Fortunately, a slightly ascending trail to Col du Bonhomme couple of minutes of descen

13.5km **Refuge de la Croix du Bonhomme**
It's often windy here! Fortunately, a slightly ascending trail to Col du Bonhomme to the **Refuge**.

Regeneration all around
The hut at Col de la Croix du Bonhomme from 1924. It's well-renowned for its bakers: Georges, Charles and others. They often be spotted grazing on the pastures. Their large ridged horns and big ears make them now a protected species. Their presence is a sign of species regeneration programs.

Overview: Chalet Floria

This short run is an ideal option for an easy loop in Chamonix if you just want to stretch your legs, if the weather is not ideal above treeline, or the trail is too steep. After the river, then a short blast of uphill to the flowers — hence the name — Blanc range from the terrace and the mountainside trails, so it's a good option if the weather is not ideal above treeline, or the trail is too steep.

0km **Chamonix**
From the Place du Mont Blanc, follow the 'Centre Sportif' which lead you to the 'ENSA' and the **Chamonix** sports courts. Soon afterwards, turn right and continue to follow the three small roads and then arrive at the

1.9km **Les Praz**
There are a couple of cafés and a small shop here, turn right along the main road and then turn left to the left, across the bridge and right directing you steeply uphill where the path forks. After 150m

ENSA
In 1823 the first Mountain Guides Association was founded. In 1930, a ski instructor training center gained the name Ecole Nationale Supérieure des Guides de France, the center for all Mountain Guides and the most notoriously competitive. Out of a practical entrance examination to start the training course, which is

2.6km **Junction with Petit Balcon**
Turn right onto the **Petit Balcon** and branching left uphill, signed La Floria suddenly step onto the terrace

3.5km **La Floria**
Runners on the UTMB® and Courmayeur after completing their tour of Mont Blanc junction with the Petit Balcon

Day 2 Overview: Alpe di Siusi

Today's running breaks into two halves, starting with a beautiful run across the largest expanse of Alpine meadows in the Alps, before taking to the high mountains of Rosengarten for an exciting and technical trail through rocky terrain beneath limestone spires. A final section across a broad grass-covered ridgeline brings you to an overnight stop at Plattkofelhütte.

During bad weather the high section between Schlernhaus and Plattkofelhütte is exposed to the elements. It may be advisable to stay lower and explore Alpe di Siusi before climbing to the hut directly via trail 9. The Alpe di Siusi cable car usually runs from 8:30am until 6pm during the summer months. Check the timetable beforehand.

0km **Mont Seuc cable car station** || FOOD 💧 WATER ♿ BATHROOM 🚶 TRANSIT ELEVATION 2005m

From the bus station, pass the bakery 'Panificio Hoffer' on your left then cross the main road and river. Turn right and head to the Alpe di Siusi cable car station. Take the cable car up to Mt Seuc. *If you'd like to run up (4km and 600m elevation) instead of using uplift, don't turn right after crossing the river but go up the hill, bearing right. Soon you'll start seeing signs for trail 15 to Seiseralm. At the top you'll arrive at Sole Hotel.*

Out of the cable car station you have a great view of the vast expanse of the Alpe di Siusi. Through the morning you will generally be heading across the plateau rightwards towards the sheer cliffs of Sciliar mountain and the twin spires of Euringer and Santher. For now, head left picking up trail 9, a jeep track signposted for Compatsch. The track descends gradually with a switchback right. You arrive shortly at a junction and turn left now following 6B signposted to Ritsch Schwaige (a mountain hotel). Pass Sole Hotel on your left then turn right at a junction, still following 6B. You're now on flowy singletrack across pastures. Hit another jeep track and go right still following 6B. Join an asphalt road and at the next junction turn left, a metal sign saying Ritsch Schwaige, 5 minutes.

Turn right into Ritsch Schwaige and you are now following trail 6, signposted to Schlernhaus/Rifugio Bolzano. Pass the hotel on the right and a signpost behind the buildings pointing left, trail 6 for Schlernhaus. The wide track turns to singletrack heading uphill over pastures. After a crossroads enter a thin woodland always following trail 6. The terrain opens up and you are now on a wide track across a broad hilltop with great views all round. Go straight over at the next crossroads towards the large mountain hotel, Panorama. Pass this and continue on trail 6. Turn right at the next track junction towards a chairlift station. Just after this turn left in front of Laurinhütte onto single track across pastures. Go left at a junction following trail 6 descending steeply for 1km. At the bottom meet a jeep track and turn left across a bridge, now following trail 5 toward Schlernhaus. Arrive shortly at the lovely little Saltner hutte where drinks and homemade cakes are available. There is also a water fountain outside where you can fill up.

8.7km **Saltner Hutte** || FOOD 💧 WATER ♿ BATHROOM ELEVATION 1825m

Leave Saltner hutte through the gate and head downhill to cross the stream. You can see the trail ahead slanting up right and further on zigzagging steeply up the mountainside. This is a lovely section of trail in and

icons: cows created by Laymiki, hut by Marie Coons from the Noun Project

client: Run the Alps

project: digitally printed trail overviews

goal: design a handy and detailed Overview for trail runners to read through prior to and throughout their trek

note: double-sided page, created using InDesign and printed on waterproof paper; each distinct area of the Alps (Chamonix, Berner Oberland, etc) was assigned a colour

CHAMONIX REGION

Chalet Floria

DISTANCE 6.8km 4.2mi

Although Run the Alps has made every effort to ensure that the information in this description is correct, we cannot assume any liability for loss, damage, or disruption caused by errors or omissions.

EXPRESS TMB – DAY 2

Les Contamines to Courmayeur

DISTANCE

48km

29.8mi

DESCENT

2708m

8885ft

VERTICAL

2763m

9063ft

RATING

epic

www.runthealps.com

Here's a great, short run in the Chamonix valley. It's ideal for a day when the weather doesn't permit you to go high above treeline, or if you just want to stretch out your legs. And, it's simply perfect if you've just arrived in Chamonix and want to get rid of your jet lag and start to explore the valley. This short loop leads to the beautiful Chalet Floria, with tasty snacks.

hundred meters before turning left uphill onto a wide track to the floral paradise of **Chalet Floria**.

- Start your return by heading back down the way you came, to the **Petit Balcon Sud junction**.
- Continue straight along the wide flat jeep track, past the trail

Steeped in history, this route follows old Roman roads, passes by World War II battle sites and is dotted by traditional alpine mountain refuges, where you can find shelter, food, and drink.

SUMMARY
Check the forecast for foul weather, due to the high pass crossings. Make alternate plans if severe weather threatens. The cell phone coverage between Les Contamines and Col de la Seigne is very poor.

- Flat run along the valley floor from **Les Contamines** to **Notre Dame de la Gorge**. Stop to enjoy the impressive Baroque church at **Notre Dame de la Gorge**.
- The jeep track route rises steeply through woods to an ancient Roman bridge, "La Téna," and then past Nant Borant to **La Balme** — both have toilets and refreshments.
- Continue up through meadows towards **Col du Bonhomme**.
- Turn left and slightly uphill at **Col du Bonhomme**, along the trail traversing the hillside to **Col de la Croix du Bonhomme**.
- Head down the increasingly steep hillside to **Les Chapieux**. Be careful of the loose stones, and slippery sections by the streams.
- Bus option — the "navette" — from **Les Chapieux**, saves 5-km of paved road. If you decide to run, follow the road up towards La Ville des Glaciers.
- At La Ville des Glaciers, turn right over the river, signposted "**Refuge les Mottets**."
- Climb to the **Col de la Seigne**, enjoying a view of Mont Blanc, or (now in Italy) "Monte Bianco"

- Head slightly right from the cairn, onto the main trail down, soon passing the visitors center. Single track continues down to a flat section. There's water on the left, and **Rifugio Elisabetta** just a couple minutes up to the left. (Stop at the rifugio for bus schedule from La Visaille if desired.)
- Continue on the gravel road down to the flat section and then to the far end of **Lac Combai**. To cut the route short, continue down the road, with limited bus service from La Visaille to Courmayeur.
- The route turns right onto single track up to **Arête du Mont Favre**, passing the L'Arp Vieille Superior barns. After the **Mont Favre** pass, the path starts down briefly before leveling to highly runnable single track.
- Keep on the yellow #2 marked route to the **Maison Vieille**. With excellent views and refreshments, it's not to be missed!
- From **Maison Vieille**, it is possible to take the chair lift and/or the cable car to **Courmayeur** to finish your day. Otherwise, follow the TMB signs down through the hamlet of Praz Neyron and then into the forest.
- The path can be dusty and slippery here. Take the gravel road to the right at the junction if conditions are wet.
- As you approach the medieval hamlet of Dolonne, the marked path goes left then right along narrow streets to the main road. Follow the TMB markings. Cross the bridge over the river, and a short ascent brings you to the center of **Courmayeur**.

SHELTER, WATER & FOOD
Shelter, water, and food are available at Nant Borant and **La Balme**, **Refuge Col de la Croix du Bonhomme**, then down in **Les Chapieux** and at **Les Mottets**. Just over the border in Italy, there's the visitor center for shelter, and further on is the **Rifugio Elisabetta**, then **Maison Vieille** at the top of the last climb before **Courmayeur**. Both have shelter, water, and food.

BAILOUT OPTIONS
There are no easy bailout options until you have crossed into Italy. If the weather is bad, the **Bonhomme** and **Croix du Bonhomme** passes are not advisable. It's possible to skip this section by taking a taxi around to **Les Chapieux**. From the **Col du Bonhomme** there are no straightforward options should weather force a change of plans, but you could wait out bad weather at the **Refuge Col de la Croix du Bonhomme**. Once over the Italian border and down to **Lac Combai**, you can skip the last climb and balcony run to **Maison Vieille** by running down to La Visaille to take a bus to **Courmayeur**. It runs about every hour in July and August, but there is very limited service in June and September.

EMERGENCY Call 112

- client:** Run the Alps
- project:** digitally printed trail 'on the run' guides
- goal:** design a handy fold-up, pocket-sized guide for trail runners to take with them and follow throughout their trek
- note:** double-sided with a map marking the trail on the reverse side, created using InDesign and printed on waterproof paper; folded in half, then thirds to the size below

DOLOMITES

Day 2: Alpe di Siusi

DISTANCE

24.6km

15.3mi

DESCENT

960m

3150ft

VERTICAL

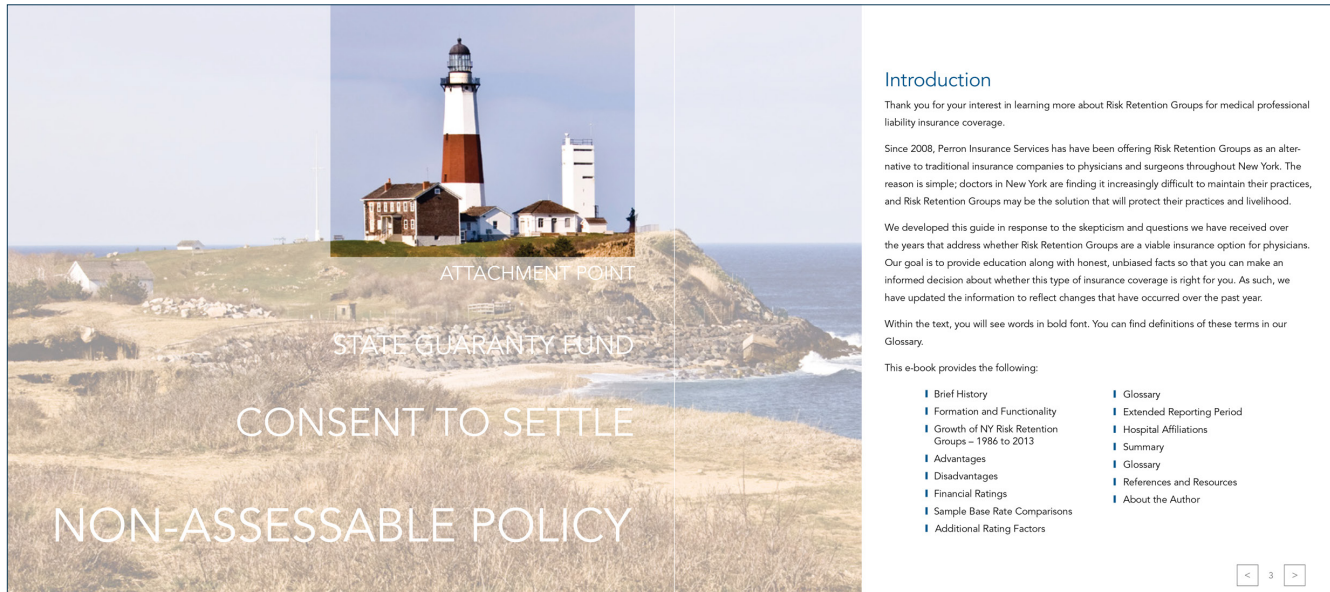
1270m

4167ft

RATING

hard

www.runthealps.com

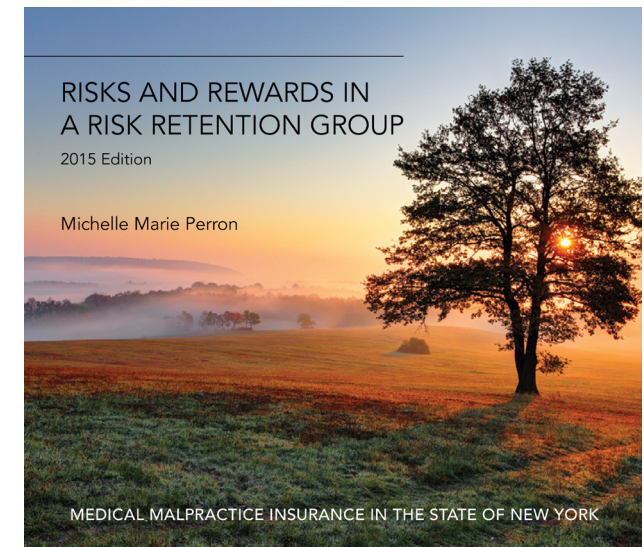


client: Perron Services

project: full-colour ebook

goal: design an attractive, informative, and free download in exchange for filling out a contact details form

note: 24-page PDF-only book created using inDesign





client: my family (personal project)

project: ancestry book, full-colour and printed

goal: design a family keepsake based on my mother's years of genealogy research

note: my mother has collected so many details and stories of our ancestors – dating back to the days of Henry VIII's court – that we decided to put the best bits into a small booklet form and print them for our immediate family; created using inDesign



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6:30pm, School Hall



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at fantastic prizes.

All proceeds support
The Egerton Schools' Foundation
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New time, new stalls and lots
of fun for the whole family!



client: various

project: promotional poster, card, flyer

identity design



- client:** NuHalU, Massachusetts, USA
- project:** logo for a start-up animation and extended reality studio
- goal:** design a playful logo with movement in the typography, the mark represents a window to another world



- client:** Egerton Primary PTA, Knutsford
- project:** logo mark for multiple uses
- goal:** create a fun logo based on the classic Egerton lion logo, as the school event sponsor, all PTA promotional materials use this mark



- client:** Gouveia home, Massachusetts, USA
- project:** logo for artist looking to expand into bespoke home goods
- goal:** using the established artist's surname, create a text-based identity for web-based sales and packaging

web design

The screenshot shows the homepage of Egerton Pre-School. At the top left is the school's logo, featuring a red character with yellow balloons and the text 'EGERTON PRE-SCHOOL KNUTSFORD, CHESHIRE'. To the right is the Ofsted 'Outstanding School' badge for 2015/2016. Further right is a green 'PARENTS AREA' button, contact information (Enquiries: 01565 652340, Email Us | Directions), and a navigation menu with links for Home, About, Admissions, Staff, Testimonials, Charity, Our Blog, and Contact. Below the menu are two images: a child holding a large wooden owl and an outdoor play area with a goal and a fence. A 'Welcome to Egerton Pre-School' section follows, containing a paragraph about the school's mission. To the right of this section is a box titled 'PRE-SCHOOL HOLIDAYS 2018-2019' with details for the Summer Half Term.

EGERTON PRE-SCHOOL
KNUTSFORD, CHESHIRE

Ofsted
Outstanding
School
2015/2016

PARENTS AREA

Enquiries: 01565 652340
Email Us | Directions

[Home](#) [About](#) [Admissions](#) [Staff](#) [Testimonials](#) [Charity](#) [Our Blog](#) [Contact](#)



Welcome to Egerton Pre-School

Egerton Pre-School provides quality pre-school activities in a safe, sensitive and purposeful environment. We are here to support and extend your child's knowledge, understanding, skills and confidence and to help him or her overcome any disadvantage. We seek to develop an effective partnership with parents, carers and other settings, working together, so that children feel safe, secure and valued and develop a sense of well being, achievement and respect for others.

PRE-SCHOOL HOLIDAYS 2018-2019

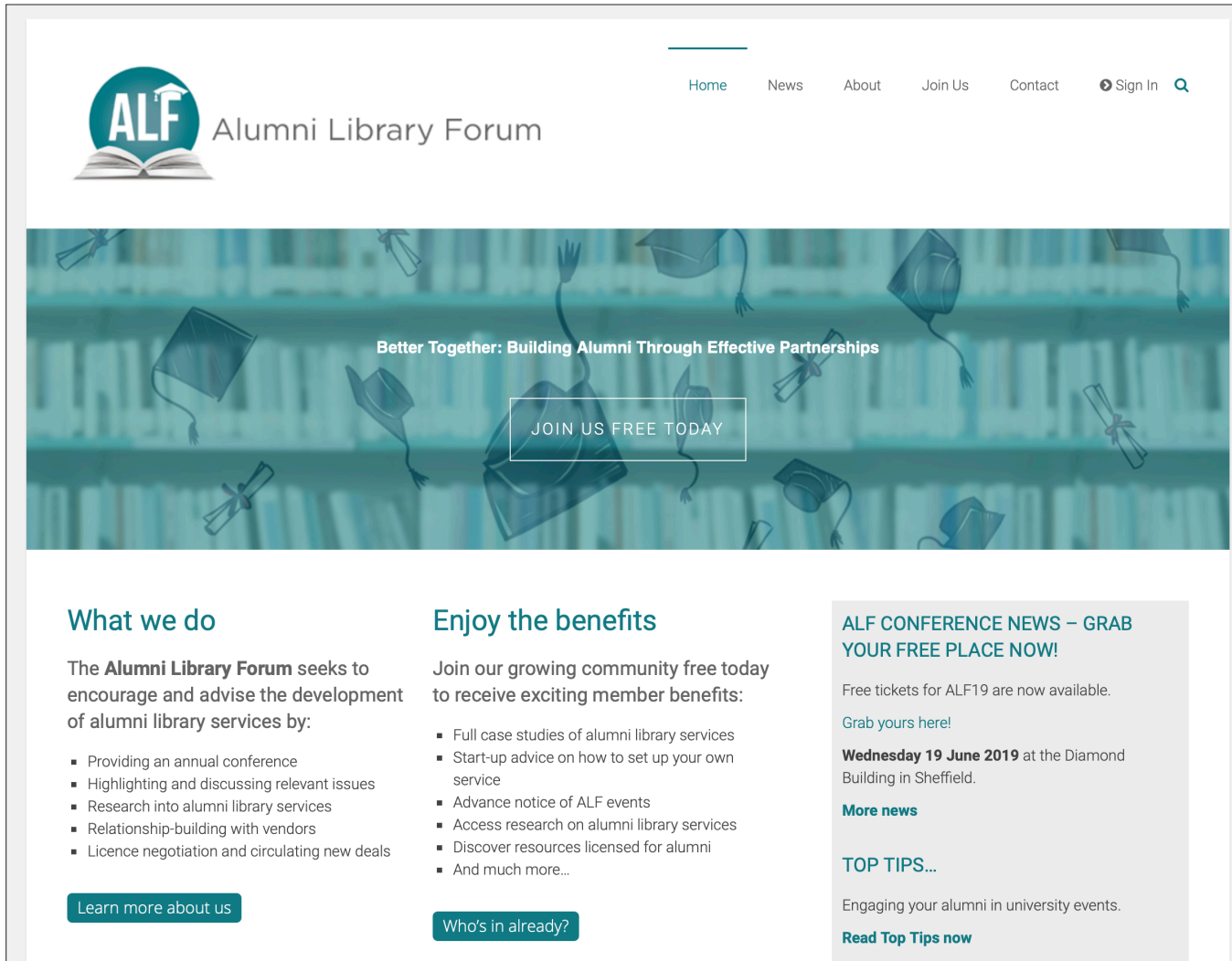
Summer Half Term
Last day - Friday 24th May
School re-opens - Wednesday 5th June 2019

client: Egerton Pre-School, Knutsford

project: functional website

goal: design an inviting website for prospective and current parents, created in WordPress for easy maintenance by internal staff

note: when I was chair of the pre-school in 2013/14, I took it upon myself to redesign their website to make it easy for prospective parents to learn about the school and contact them as well as for current parents to access information not applicable to the public



client: Alumni Library Forum, UK

project: informational website for a consortium of library professionals

goal: design a website in WordPress where members join for free to access additional information and to allow 'ALF' to grow their community

note: the site connects to MailChimp to collect member data and to build a list of library professionals to invite to their annual conference and other events

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Tweets by @KeyStringsMusEd

Key Strings Musical Education Retweeted

Frodsham Manor House

client: Key Strings Musical Education, UK

project: website to promote a family-run music business

goal: design a website to help promote the value of Key Strings school visits which engage children and introduce them to the world of music

note: this was the last website I designed in HTML so not the most current in technology, but relevant industry-wise

RANDOLPH CHURCH

— randolph, new hampshire —

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MUSIC IN THE GREAT NORTH WOODS
PRESENTS FLUTE & ORGAN CONCERT

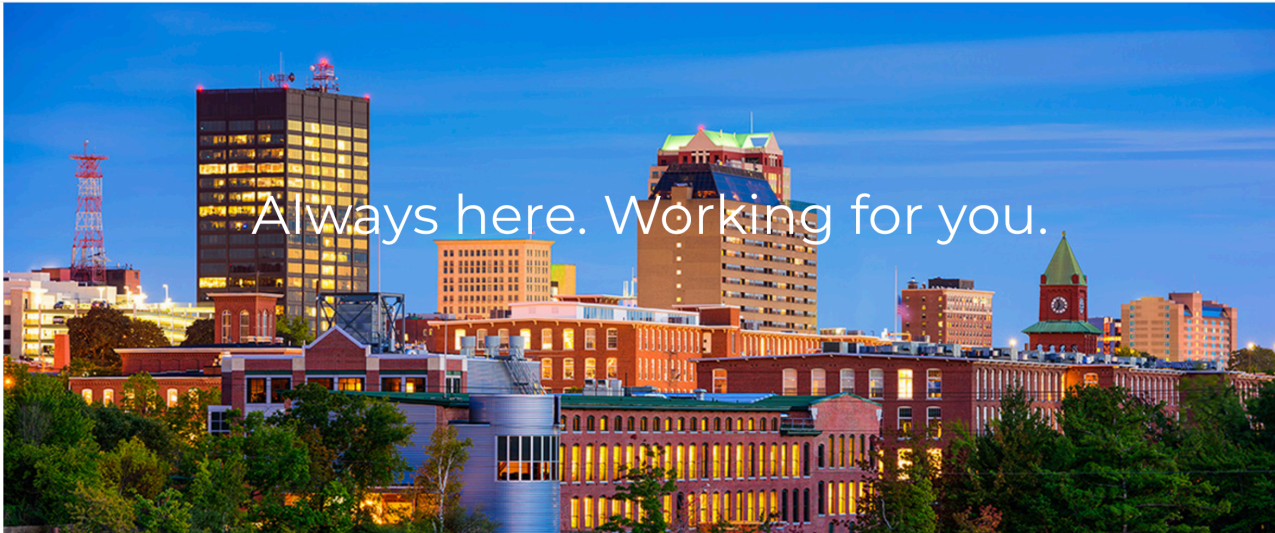
— ARCHIVES —

client: Randolph Church, New Hampshire, USA

project: website to promote services and events

goal: create an online presence for a long-standing rural community church

note: the church could not hold services this summer but will hopefully have a robust events calendar for 2021



DIGITAL PRINT

Fast turnaround on brochures, posters, signs, newsletters, training manuals, POP, shelf talkers, wobblers, aisle violators, real estate signs and more means you don't miss a beat.



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Amplify your advertising with banners, signs, and vehicle wraps. Transform your environment with wall, ceiling, window, and floor coverings.



DESIGN SERVICES

Our talented, in-house design staff can turn your great ideas into compelling print and digital marketing material. One-stop design and print boosts your productivity and keeps quality in check.

client: New England Duplicator, USA

project: website to promote services

goal: redesign website that quickly shows services, how to get in touch and for customers to send files



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