



ALLISON MOCILNIKAR

/ INFO

Name
Allison Mocilnikar

Location
Long Beach, California, 90814

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Email
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/ SKILLS

STRATEGY

internal / external initiative development



RESEARCH

market / industry / specialty



MANAGEMENT

schedule / budget / execution



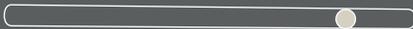
DESIGN

facility interiors / website / branding
experience / market visibility



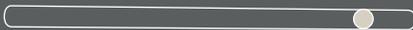
MENTORING

individuals / teams



COMMUNICATION

internal / client / industry



INNOVATION

human experience / process / technology



/ WORK EXPERIENCE

2022 - ... ILLUMINARE VERITAS, LLC

LONG BEACH, CA

PRINCIPAL, CONSULTANT

: Proposed: **Community Arts & Culture Advisor**

- + Define Long Beach's Brand - the Heart of Long Beach
- + Create Clear and Thorough Mapping of All Cultural Entities in Long Beach - Future Programming
- + Collaborate with Redevelopment Projects to Advocate for Arts & Culture Inclusion and Development
- + Initiate Public Art Guidelines Reflective of Other Successful Community Public Art Programs

new ventures

2016 - 2019 STRIVE HEALTH

and

VETERAN & FIRST RESPONDER (VFR)
HEALTHCARE

LOS ANGELES, CA

NEW YORK, NY

GREENSBURG, PA

MANCHESTER, NH

PARAMUS, NJ

CHIEF MARKETING OFFICER / EXECUTIVE VP OF FACILITY DESIGN & BUILD /

: Brand Visioning & Development

- + Mission and Values Based Discovery
- + Origination of Brand Names and Image
- + Graphic Development of Brand Logos, Tag Lines and Design Aesthetic

: Client Experience Development

- + Client-Centered Experience Visioning
- + Clinical & Industry Research & Interviews
- + Brand Differentiation through Design
- + Branded Client Experience Approach

: Branded Facility Design & Build

- + Architectural, Furniture and General Contractor Team Selection
- + Location Selection & Lease Negotiation
- + Branded Environment - Client Experience Visioning
- + Branded Architectural Design & Brand Guidelines
- + Furniture, Art and Equipment Standards & Procurement
- + Construction Management & Administration

: Market Visibility Strategy

- + National & Local Platforms
- + B2B/B2Community Relationships
- + National/Local Government Involvement
- + Digital Presence
- + Specialized Events
- + Focused Education
- + National/Local Media Relations

building a company from the ground up

/ EDUCATION

02 - 06

BFA / Major : Interior Design
Minor : Sculpture
Ringling College of Art & Design

92 - 96

BA / Major : Art History
cum laude, Duke University

/ CERTIFICATIONS

22 - 25 Copyeditor

University of California, San Diego

09 - 25 NCIDQ #026456

Nationally Licensed Interior
Designer

09 - 13 LEED NC

Accredited Professional

/ AWARDS

2015

Webby Award - Honorable
Mention

Fresh Interactive for
Howard Building Corporation
Website
www.howardbuilding.com

2013

IIDA Calibre Award Nomination
University of California, San Diego
Infusion Center
Taylor Design

2010

Performance Recognition,
Step it Up
Gensler

2007

Team Performance Award
Johns Hopkins Hospital, MD
Perkins + Will

2005

President's Award Public Art
Sculpture Competition
Second Consideration
Sarasota, FL

2005

National Executive Women in
Hospitality Scholarship
Ringling College of Art and
Design

/ WORK EXPERIENCE CONTINUED

building a company from the ground up

- : Corporate Branding
 - + Business Collateral Design
 - + Corporate Design Standards
- : External Brand Messaging
 - + Marketing Collateral Strategy
 - + Collateral Development & Design
 - + Promotional Item Selection & Design
 - + Event Presentation Materials & Display
- : Digital Media
 - + Website Design (www.strivehealth.com / www.vfrhealthcare.com)
 - + Social Media Strategy & Content Management
 - + Analytics Assessment
 - + SEO Implementation
- : Communications & PR
 - + Campaign Oversight
 - + Content Collaboration
- : Staff Engagement
 - + Employee Engagement Initiative - Social Media
 - + Employee Content Creation - Social Media
- : Business Development Strategy
 - + Community-Based Focus
 - + Network of Local Referral Sources
 - + Government/Agency Outreach
 - + Employer/Academic Outreach
 - + Thought Leadership Educational Events
 - + Service Provider Network of Resources
- : Team Management & Mentoring
 - + Executive Leadership Strategy & Planning
 - + Marketing Team Structure & Process Development
 - + Consultant Management & Collaboration
 - + Local/Corporate Marketing Training
 - + Leadership Mentoring

2018

JEWISH DEVELOPMENT COMMITTEE LOS ANGELES, CA 
NEW YORK, NY 

my own

- WEBSITE DESIGN DIRECTOR /
- : Friends of Jewish Community Center Budapest (Balint Hauz)
 - + Narrative Structure
 - + Visual Messaging

2013 - 2016

HOWARD BUILDING CORPORATION LOS ANGELES, CA 
COSTA MESA, CA 

the pivot...

- DIRECTOR OF COMMUNICATIONS & MARKETING /
- : Business Development
 - + Relationships, relationships, relationships
- : Strategy
 - + Market Intelligence
 - + Industry Research
 - + Short and Long-Term Executive Action Plans
 - + Team Growth & Development
 - + Recruiting

2025 - present
LBUSD Visual Arts and Performing Arts Strategic Planning Committee
Long Beach Unified School District
 Parent Representative

2024 - present
Parents for the Arts (PARTS)
Renaissance High School for the Arts
 Community Advocate

2024 - present
Love Long Beach Festival
Whole Earth Village
 Art/Space Design Lead

2024
LGBTQIA+ Panel Discussion - Kids Coming Out
Fremont Elementary PTA
 Panelist

2021 - present
Oracle Gong
Community Soundbaths
 Organizer/Performer/Healer

2016
Los Angeles Commercial Real Estate Panel - "State of the Market"
Howard Building Corporation
 Host/Organizer

2015 - 2020
Student Mentor/Parent Volunteer
Fremont Elementary
 Mentor/Volunteer

2014
Little Owl Preschool Parent Art Show
 Contributor

2013
Habitat for Humanity
Taylor Design
 Volunteer

2012 - 13
Professional Enrichment Activities - Architectural Tours
Taylor Design
 Organizer

the pivot

- : Market Visibility
 - + Industry Awards
 - + Publications, PR
 - + Advertisements
 - + Sponsorships
 - + Specialized Event Planning
- : Digital Upgrade
 - + New Website Design (www.howardbuilding.com)
 - + Social Media Content Overhaul
- : Design & Creative
 - + Content Creation
 - + Logo Refresh
 - + Project Photography
 - + Event Presentations

2012 - 2013 TAYLOR DESIGN

IRVINE, CA 📍

coming into my own

- INTERIOR DESIGN : SENIOR LEADERSHIP /
- : Strategic Initiative Research & Development
 - + Service Design w/Patient Experience-Centered Approach
 - + Business Model Development & Strategic Planning
 - + Internal Team Structuring & Team Building
 - + External Business Development
 - : Hoag Presbyterian Hospital
 - + West Tower Renovation Design Guidelines - Newport Beach, CA
 - : Kaiser Permanente
 - + Sand Canyon - General Surgery Reception and Waiting Area Renovation - Irvine, CA
 - + Los Angeles Medical Center - 4650 Concept Development, Conference Center and Building - Los Angeles, CA
 - + Radiation, Fluoroscopy and CT Scan Renovation - Riverside, CA
 - : University of San Diego
 - + Cancer Infusion Center Redesign - Encinitas, CA

2007 - 2011 GENSLER

NEWPORT BEACH, CA 📍

shaped by fire

- INTERIOR DESIGN /
- : John Wayne Airport (SNA)
 - + 1M sf Expansion Interior Design, Tenant Guidelines - Santa Ana, CA
 - : Leading Pharmaceutical Company
 - + Analytical Chemistry and Microbiology Laboratory Building Expansion and Renovation - Irvine, CA
 - : Quest Diagnostics
 - + Patient Care Facilities Design Guidelines
 - + Analytical Chemistry Laboratory Renovation - Van Nuys, CA
 - : Bausch & Lomb
 - + Laboratory Renovation, Tenant Improvement - Irvine, CA
 - : 2211 Michelson Building
 - + Tenant Test Fit & Concept Design - Irvine, CA
 - : Irvine Company
 - + Executive Suite Concept Presentation - Newport Beach, CA

2010
Professional Portfolio Review

Interior Design Department,
California State University
Long Beach
Reviewer/Mentor

2008 - 13
IIDA Student Mentor Day

Gensler/Taylor Design
Organizer/Mentor

2006
**Ringling College Interior Design
Portfolio Review**

Totems Architecture
Coordinator

2005
**Sarasota Rosemary District Art
Walk**

Organizer

2006 - 2007 PERKINS+WILL

LOS ANGELES, CA 📍

the influential years

- INTERIOR DESIGN /
- : Golden West College
 - + School of Nursing New Construction - Huntington Beach, CA
- : City of Hope
 - + Arnold & Mabel Beckman Center for Cancer Immunotherapeutics & Tumor Immunology New Construction - Duarte, CA
- : Johns Hopkins Hospital
 - + 1M sf Cardiovascular & Critical Care Towers New Construction - Baltimore, MD
- : University of California
 - + Young Research Library & Laboratory Renovation - Los Angeles, CA
- : Scripps Memorial Hospital
 - + Critical Care Building New Construction - Encinitas, CA
- : DeVry University
 - + Student Union & Classroom Renovation - Los Angeles, CA

2004 - 2005 VINCENT CIULLA DESIGN, INC.

SARASOTA, FL 📍

next step

- CAD SPECIALIST /
- : Department of Transportation Walking Exhibition
 - + Site Specific CAD Drawings for Public Space Installation
 - + Construction Details for Site Specific Sculptures and Educational Signage - Washington, D.C.

1999 - 2002 MUSEUM OF FINE ARTS

ST. PETERSBURG, FL 📍

history aof art

- EXHIBITION COORDINATOR / GRANT COORDINATOR & WRITER
- : Florida Division of Cultural Affairs - Tallahassee, FL
 - + General Program Support Grant
 - + Cultural Facilities Grant
 - + Cultural Endowment Funding
- : Exhibition Coordinator, Catalogue Production, International/Domestic Shipping Coordinator
 - + Abraham Bloemaert (1566-1651) and His Time
- : Exhibition Coordinator, Catalogue Production
 - + Ancient Origins: American Southwestern Pottery A.D. 600-1600
 - + An American Palette: Works from the Collection of John and Dolores Beck
- : Exhibition Coordinator
 - + Buccellati: Art in Gold, Silver, and Gems
 - + Americanos: Latino Life in the United States
 - + H.A. Sigg
- : Internship
 - + The Fantastical World of Croatian Naive Art

/ REFERENCES

Strive Health & VFR Healthcare
Los Angeles, CA / New York, NY

Eric Golnick
CEO
VFR Healthcare
603.553.1772

Mitchell Miller
VP of Communications & PR
Strive Health/VFR Healthcare
917.573.3373

Renaissance High School for
the Arts
Long Beach, CA

Dr. Michael Navia
Principal
714.454.5824

Ron Bazer
Dean of Students
949.295.4700

Long Beach Unified School
District
Long Beach, CA

Christine Whipp
Director of Visual Arts
and Performing Arts
562.685.6235
