

# DAWN BENDER

Good afternoon,

I'm interested in the Visual Designer position. My work history has given me a strong understanding of branding and working within these guidelines while still creating compelling designs that enhance and promote a company. I believe this experience, my multimedia and digital skills, and my proactive attitude would be an asset to HUSL Digital.

I have over a decade of experience designing for a wide range of companies including Amazon, KEXP and McAfee/Intel. I created work that was utilized in TV news, print magazines, corporate marketing, and startups. I'm well versed in the full suite of Adobe programs with an emphasis on design. In addition to my design work, I have project management experience working with both external and internal customers as well as vendors and contractors.

Most recently I worked as the Senior Graphic Designer for TreeTop Commons before the company closed in March. Before that, I worked as a contractor at a large technology company helping them to rebrand all their marketing collateral and provided creative direction to the Director of Marketing while supporting their day to day graphic needs. As a Designer at Publicis Seattle, an international advertising agency, I was an integral part of the creative team that produced assets for companies including T-Mobile, Aflac and KEXP. I worked on a fast-paced team and produced a high volume of artwork in addition to creating mechanicals for the design team. I enjoyed the environment and was able to be creative on both digital and hands-on projects. While working at WebTuner I led the development of marketing designs that were utilized in multiple marketing channels, especially social media. In addition, I had the opportunity to be a bridge between the design team and the developers. I had the opportunity to work on Going Places magazine at AAA and a range of print and multimedia projects. At McAfee/Intel I worked on a series of motion graphic videos and multimedia graphics. I enjoyed designing deliverables that supported the company's internal departments while providing them with supplemental print pieces and digital graphics.

I'm excited by the idea of creating designs that are translated into a variety of mediums and have a strong background in the digital and multimedia spaces in addition to my experience in print.

Please review my portfolio at [www.dawnbender.com](http://www.dawnbender.com), my Vimeo channel and my Behance profile for examples of my work. I look forward to hearing from you.

Thank you,



Dawn Bender

## CONTACT

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[linkedin.com/in/dawnbender](https://www.linkedin.com/in/dawnbender)

[vimeo.com/graphixgurl](https://www.vimeo.com/graphixgurl)

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## WORK EXPERIENCE

### Senior Visual Designer – Freelance (*January 2008 to present*)

- Designed and illustrated a character for an Amazon campaign based on their character Peccy and Groot
- Created graphics and multimedia for marketing and social channels for the Seattle Humane Society
- Shot product photography of a series of pins, processed and edited the photos and designed line sheets for wholesale merchandising for Lili Chin/Doggie Drawings

### Senior Graphic Designer – TreeTop Commons, Portland, OR (*February 2019 to March 2020*)

- Created visual content for the customer success, sales and marketing departments including: digital assets (social media, slide decks and web assets); print work and environmental design
- Produced motion graphic elements and animations for customer-facing videos
- Worked on the company websites in a designer/developer capacity (designing pages, updating templates)
- Handled multiple projects simultaneously
- Proactive approach to project management (including keeping up to date with deadlines and internal/external stakeholders)

### Visual Designer (Contract) – Cray Supercomputers, Seattle, WA (*Sept 2018 to Dec 2018*)

- Directed the marketing department through a brand refresh by updating existing collateral and templates
- Utilized creative expertise to finalize the secondary elements by presenting creative ideas/design strategy and implementing them across a variety of marketing channels
- Managed relationships and external resources related to design production and execution, including trade show vendors, printers, photographers, illustrators, and other resources as needed
- Created environmental graphics for conventions and a product launch

### Studio Designer – Publicis, Seattle, WA (*Nov 2017 to Aug 2018*)

- Worked on a portfolio of projects for high-profile clients including T-Mobile, Aflac and KEXP
- Created assets as an integral part of the design team for enterprise-level advertising campaigns
- Produced a high volume output of digital work including static and animated banners across multiple platforms under tight deadlines
- Utilized design expertise to design visual solutions for overarching brand and marketing concepts
- Hands-on work included large format printing, laser cutting, mounting and framing in addition to creating physical objects for a variety of projects

### Senior Graphic Designer – Qualis Health, Seattle, WA (*June 2016 to Nov 2017*)

- Designed collateral in a range of media for the communications department including print work, digital graphics, email campaigns and videos for the communications department
- Provided art direction on marketing campaigns for both in-house and external projects

### Lead Creative Designer/Art Director – WebTuner Corp., Redmond, WA (*Dec 2015 to May 2016*)

- Creative development from concept to completion for a variety of work including digital ads, multimedia projects, website assets and emails.
- Worked with the marketing manager to create artwork for multi-channel social media campaigns on a daily basis.
- Designed wireframes and graphic assets for the developers to use in the development pipeline

### Senior Graphic & Multimedia Designer – McAfee/Intel, Remote (*Sep 2013 to Dec 2015*)

- Collaborated with the program manager to storyboard, design and animate multimedia content for use in a series of training videos and presentations
- Designed marketing materials to support internal education campaigns (posters, web banners, digital displays)

### Web Producer/Project Manager – Sesame Communications, Seattle, WA (*Nov 2014 to Feb 2015*)

- Managed the development process from consultation through website launch while delivering outstanding customer service
- Directed the communication between internal teams (copywriting, design, web) to launch websites on time and on budget
- Supervised a portfolio of web projects that spanned between 15 to 20 active projects

**EDUCATION:** University of Florida, Bachelor of Arts in Digital Arts and Sciences, 2003

## CONTACT

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## SKILLS

Photoshop  
InDesign  
After Effects  
Illustrator  
Premiere  
WordPress & CMS Systems  
Google Slides/Powerpoint  
MailChimp  
Basecamp / Asana / Trello  
HTML & CSS  
Art direction  
Motion graphics  
Illustration  
Logo design  
Brand development  
Environmental design  
Project management  
Email marketing  
B2B & B2C communication  
Jira Agile & Scrum systems

## CLIENTS

T-Mobile  
Amazon  
Aflac  
McAfee/Intel  
AAA  
KEXP  
Back to Eden Bakery  
Seattle Humane Society  
Lili Chin (DoggieDrawings)

## BIO

I'm a creative and versatile senior designer with over fifteen years of experience in marketing and brand development. Skilled at crafting designs for a wide range of media and platforms. I utilize proactive project management to ensure that work is completed on time and exceeds client expectations.