

DAWN BENDER

WORK EXPERIENCE

Senior Graphic Designer & Animator – The Standard, Portland, OR *(October 2022 to present)*

- Responsible for managing design projects from concept to delivery
- Defines, leads, refines, and executes graphic design for printed collateral, electronic-based communications and multimedia for external audiences
- Lead the creation and management of corporate-wide brand and design standards for The Standard, with a focus on either print, video or animation
- Provide senior level design for highly visible communications

Digital Art Director – ASHA, Freelance *(July 2022 to present)*

- Create digital animations and motion graphics for live video, social, and websites
- Design concepts for an expansive suite of multi-channel marketing, event and advertising content. On a day-to-day basis duties will fluctuate between interactive, animation, digital and print.
- Collaborate with a cross functional team including Internal Clients, Art Director, Multimedia Manager, Animators, the Post Production team, Designers and Digital Communications team members.
- Concept a wide variety of print materials including logos, advertising, direct mail, merchandise, brochures, and postcards. Utilizing print best practices

Senior Visual Designer/Art Director – Freelance *(January 2008 to present)*

- Design and animate motion graphics using After Effects, Photoshop and Illustrator for a variety of projects including explainer videos, television ads, events and more
- Create graphics and multimedia for marketing collateral, social media and websites
- Utilize illustration skills for projects including creating a character for an Amazon campaign based on the character Peccy and Groot

Visual Designer (contract) – Portland General Electric, Portland, OR *(December 2020 to July 2021)*

- Designs, implements and maintains the brand and produces material to execute on marketing strategies
- Plans and delivers communications and marketing to employees, the public and other stakeholders
- Develops collateral and material for projects; maintains consistent brand standards; decides which guidelines apply to each project

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)
- Designed UI assets and worked with the developers on the NobleHour app
- 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

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

CONTACT

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SKILLS

Photoshop

InDesign

After Effects

Illustrator

Premiere

XD

Figma

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

TEDxSeattle

Department of Health,

Washington State

AAA

KEXP

Back to Eden Bakery

Seattle Humane Society

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.