

DAWN BENDER

WORK EXPERIENCE

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

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)

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

CONTACT

(813) 727-9960

graphixgurl747@gmail.com
www.dawnbender.com
linkedin.com/in/dawnbender
vimeo.com/graphixgurl

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
Aflac
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.