

# DAWN BENDER

aka **Graphixgurl**



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**SKILLS:** Photoshop | InDesign | After Effects | Illustrator | Premiere | Flash | Motion graphics | Logo design | Creative leadership  
HTML, CSS, ActionScript & Java | Email marketing | Jira Agile | Basecamp | Trello | Project management | Brand ambassador

## WORK EXPERIENCE

**Senior Graphic Designer** – Qualis Health, Seattle, WA (June 2016 to present)

- Design marketing collateral in a wide range of media for the communications department including print work, digital graphics, email campaigns and videos
- Provide art direction on marketing campaigns for both in-house and external projects
- Support internal departments by updating templates and organizing a library of images and graphic assets
- Shoot and produce videos for promotional use on our website and social media platforms

**Art Director/Graphic Designer** – Roller Derby, Tampa, FL & Seattle, WA (Nov. 2008 to present)

- Concept and create marketing materials for Tampa Roller Derby, Rat City Rollergirls and Jet City Roller Girls for a variety of projects (including social media graphics, sponsorship packages, recruitment materials, promotional collateral, program pages and logos)
- Provide art direction to junior designers and ensure the visual branding of the league is consistent across all marketing channels
- Manage the creative team by assigning and tracking projects in addition to collaborating with other league departments

**Lead Graphic & Multimedia 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
- Collaborated 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 app
- Increased efficiency by implementing a project management workflow system for the creative team
- Spearheaded and organized a major project between our company and a country music band to feature an exclusive song release via our app
- Learned Agile in order to track tasks for the developers and the marketing team

**Freelance Graphic & Multimedia Designer** – McAfee Security, Remote (Sept. 2013 to Dec. 2015)

- Worked closely with the program manager to storyboard, design, create and animate multimedia content for use in a series of training videos and presentations
- Created an infographic for Data Privacy Day 2015 that was distributed nationally by both Intel and McAfee on their social media channels
- Designed marketing materials to support internal education campaigns (posters, web banners, digital displays)
- Produced one of the most viewed internal training videos of the year throughout the entire organization

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

- Managed the web development process from design consultation through website launch while delivering outstanding customer service to our dental clients
- Supervised a portfolio of web projects that spanned between 15 to 20 active projects
- Managed the communication between internal teams (copywriting, design, web) to launch websites on time and on budget
- Organized and tracked resources needed for the creation of the websites from clients (copy, pictures, technical information) via email and phone and scheduled production dates for project milestones

**Graphic Designer** – IC Intracom, Oldsmar, FL (Sept. 2013 to Oct. 2014)

- Created graphics for marketing campaigns in addition to coding HTML for the emails
- Designed artwork for the brand websites and social media channels
- Updated product packaging for the Manhattan and Intellinet line of products

**Assistant Art Director** – AAA Auto Club South, Tampa, FL (Nov. 2007 to Sept. 2013)

- Designed editorial and advertorial page layouts for both the AAA and regional versions of Going Places magazine
- Managed and organized the InDesign master templates for the magazine (including 20 templates and numerous styles)
- Created print ads and multimedia materials (HTML emails, Flash elements and videos) for the marketing department

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