

DAWN CARTER

CONTACT

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🏠 SA & USA Work Permits

EDUCATION

Bachelor of Fine Arts,
Sam Houston State University
Huntsville, Texas

Major: Graphic Design
Minor: Music
Honors: Full Scholarship in Music

INTENT

More than 20 years of graphic design, coding and development experience means I have a unique skill-set and well-established process of interpreting the best approach paired with a strong understanding of what a client needs to enhance their business.

I am well versed in developing cohesive client imagery across a variety of media platforms. My design experience ranges from creation of social media imagery, video clips and brand collateral (logos, banner ads, business cards, brochures) to producing websites supported by builders (Wix, WordPress, SquareSpace) and front-end to back-end integration using Bootstrap.

This online and offline content creation has included management of Google Analytics and Google Ads accounts, proper promotion of marketing channels and SEO enhancement, giving the most effective results for a client's purpose and platform. My attention to detail and appetite for identity coherence makes expanding your creative concepts into tangible growth for your business my primary goal.

Each project begins as a journey.

WORK EXPERIENCE

Graphic / Web Designer

Dharma Safari Designs, 6/2001 - present (Global Remote)

OVERVIEW: Since 2001, Dharma Safari Designs has been my branded professional portfolio. My body of work can be viewed online at www.dharmasafari.com.

RESPONSIBILITIES: Liaise with clients / Design websites, social media elements, logos, business cards and brochures / Develop and cohesively present client imagery across a variety of media platforms / Project management of online and offline content creation / Create and manage client Google Ads accounts

CLIENTS: Seed Interior Design • Medico Legal Recoveries • GoutCareSA
Bamba Zonke Bags • Seven Circles Cafe • Zebra Crossing Lodge

Graphic Designer

Seed Interior Design, 1/2017- 10/2018 (Cape Town, South Africa)

OVERVIEW: I worked with client budgets totaling 2k or above for builds and decor on hotels, offices and private homes.

RESPONSIBILITIES: Creation of vision boards, room mockups and floor plans / Custom design and printing of large format wall art

CLIENTS: Elemental on Main Developers • Gert Joubert

Graphic / Web Designer

Atelier Markgraph, 3/2000 - 9/2000 (Frankfurt, Germany)

OVERVIEW: Atelier Markgraph is a design agency focused on spatial communication for corporate and cultural events.

RESPONSIBILITIES: Creation of event concept boards / Redesign of the Atelier Markgraph website

CLIENTS: Daimler Mercedes-Benz's • Boeing • Peter Gabriel

Web Designer

Fortunecity.com, 12/98 - 2/2000 (San Francisco / New York, USA)

OVERVIEW: Fortunecity.com was a Time/Warner subsidiary where our main focus was building the AcmeCity.com community portal that allowed users to create fan web sites with content from popular Warner Brothers' branded movies, TV shows, and music acts.

RESPONSIBILITIES: Design and produce front end web elements / Loading and management of backend content

CLIENTS: Time/Warner

Web Designer

NORTEL, 3/97 - 9/98 (Dallas, USA)

OVERVIEW: I worked as part of an international team of developers focused on implementing streaming technologies for live web casts

RESPONSIBILITIES: Create front end graphics, video clips and banner ads

CLIENTS: Indy Car Racing • Dallas Cowboys

