

# DAWN CARTER

WEB DESIGN, DEVELOPMENT & CONTENT CREATION

## CONTACT

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## EDUCATION

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

Major: Advertising & Graphic Design

## ABOUT

Twenty years of digital design and development experience means that I have acquired an evolved skill set and competency. I seek to expand creative needs into industry growth, whether launching a product or service or improving a process.

My skills extend to the creation of all content collateral with a focus on mobile-friendly website production using CMS or front-end frameworks that include full back-end integration.

I am confidently able to interpret and build for successful business metrics using current well-established methods.

I strongly feel that each project is a merger of collective expectations. The focus being to ultimately encompass all the different elements that determine how a user feels while interacting with a platform. From the business aim, to the team production, to the end user's experience. My goal is to meet all of these needs.

## SKILLS

**TOOLS & TECHNOLOGIES**  
HTML | CSS | JavaScript | PHP  
Bootstrap | WordPress | WiX  
Google Analytics | Google Ads

### INDUSTRY KNOWLEDGE

UX | UI | Digital Media  
Project Management

### INTERPERSONAL SKILLS

Client Relations | Presentation  
Training

## WORK EXPERIENCE

### Web & Graphic Designer

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

**OVERVIEW:** Since 2001, Dharma Safari Designs is my business name for freelance and contract client work.

**RESPONSIBILITIES:** Design and development of online and offline client collateral across all media platforms / Creation of Google Ads / Assessment and presentation of Google Analytics, Ads and Data Studio metrics / Project management

**CLIENTS:** FPC Houston • Expert Rescue • Abrahams & Gross Attorneys  
GoutCareSA • Reboot Retreat • SevenCircles Cafe • Seed Interior Design

### Web Designer

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

**OVERVIEW:** I re-branded and restructured the Seed Design website. I created Google Ads campaigns based on metrics given by Google Analytics and Google Ads conversions.

**RESPONSIBILITIES:** Website redesign / Google Ads creation / Google Data Studio reports / Project management

**CLIENTS:** Elemental on Main Developers • Gert Joubert

### Web & Graphic 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. I was chosen for a 6 month work abroad contract.

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

**CLIENTS:** Daimler Mercedes-Benz's • Atelier Markgraph

### 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 development of front end elements / Creation and management of back end 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:** Creation of front end graphics, video clips and banner ads / Management of back end content

**CLIENTS:** Indy Car Racing • Dallas Cowboys Football