Dawn Carter

WEB DESIGN, DEVELOPMENT & CONTENT CREATION

www.dharmasafari.com

About

With twenty years of digital design and development experience I have acquired an evolved skill set and competency. Whether launching a product/service or improving an existing process, I seek to expand creative needs into business growth.

My skills encompass the creation of all content collateral with a focus on website production using strategic metrics and current well-established methodologies.
I am confidently able to build from scratch or interpret existing front-end frameworks that include full back-end integration.

Each project is a merger of collective needs. To ultimately encompass the various project elements and then seamlessly bridge how a user can best interact with a product/service is first prize. From the business aim, to team production, to the end user's experience, my goal is to successfully meet all of these needs.

Education

Sam Houston State University

BFA - Advertising & Graphic Design

1989 - 1992, Huntsville, Texas

Skills

Tools & Technologies

Adobe Creative Suite, HTML5, CSS3, JavaScript, PHP, MySQL, VSCode, NetBeans, Bootstrap, WordPress, Wix, Figma, SketchUp, Google Analytics, Google Ads, Google Docs, Salesforce, Microsoft Office

Industry Knowledge

UX, UI, Responsive Design, Information Architecture, Data Structure, Marketing Design, Publication Design, Large Format Signage, Illustration, Photoshoots - Commercial & Advertising, Digital Imaging, Data Visualization & Analysis Dashboards, Agile, Project Management

Experience

Dharma Safari Designs / Web & Graphic Designer

6/2004 - PRESENT, Global

Dharma Safari Designs is the business name I use as a freelance and contract designer. I have worked for a multitude of clients with businesses ranging from medical professionals, architects, law firms, art directors, guest lodges, retreats, restaurants, yoga centers and more. Please visit my online portfolio at www.dharmasafari.com for an overview of my current work.

- Design and development of client collateral across a variety of platforms such as websites, social media, email campaigns, PowerPoint presentations, multipage documents, brochures, large format signage, branding, business cards, email signatures and trade show marketing
- Liaise and brainstorm projects per individual client needs
- Assessment and presentation of Google Analytics and Data Studio metrics
- Website development with a highly technical approach around analytics, SEO, to ensure delivery of quality traffic to websites
- Within budget creation of Google Ads campaigns focused on data and outcomes
- Wireframing, prototyping and visual design concept creation

- Server configuration and management
- Attention to the highest level of quality and consistency with respect to messaging and brand representation
- Project management for multiple clients simultaneously
- Client presentations

Seed Interior Design / Web, Graphic, Interior Designer

1/2017 - 10/2018, Cape Town, South Africa

Seed Design provides customized architectural and interior design turnkey fit out for hotels, restaurants, offices, retail space, private residences and developments.

- Performed as IT Administrator, graphic designer, and marketing manager
- Re-branded and restructured the Seed Design website
- Created Google Ads campaigns based on metrics given by Google Analytics and Google Ads conversions keeping the site on the first page of Google Search
- Built line-item budgets for client presentation totaling $100K and up
- Design and printing of large format wallpaper, wall art and moodboard packages
- Liaise with vendors to coordinate estimates, distribute items, review samples and oversee the final quality control of items
- Procurement - sourcing, purchases, storage, organising delivery and installation
- On-site project management

Atelier Markgraph / Web & Graphic Designer

3/2001 - 9/2001, Frankfurt, Germany

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.

- Redesign of the Atelier Markgraph website
- Creation of large format event concept boards for Daimler Mercedes-Benz's international trade show
- Creation and first print production for the book *Tony Sanchez Yoga, 84 Asanas*

Fortunecity.com / Web & Designer

12/1998 - 2/2001, San Francisco, California & NYC New York

A Time/Warner subsidiary where our team focused on 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.

- Worked cross functionally and collaboratively with internal teams (i.e. technical, marketing) for enhancements and improvements to the overall site experience
- Design and development of front end elements
- Batch processed files to reduce size and ensure web-ready content
- Management of back end and assist with updating sites' content/resource center

Nortel / Web Designer

3/1997 - 9/1998, Dallas, Texas

Nortel housed our 15 person development team focused on creating websites that implemented streaming technologies for live webcasts during the Indianapolis 500 and Dallas Cowboys football games.

- Created interactive 360° movies of individual race cars using Adobe Premiere and After Effects
- Designed subpage template structures
- Built, cleaned and loaded content of images, banner ads and movies content