

Dawn Carter

GRAPHIC DESIGN & DIGITAL 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 a variety of content with a focus on high production volume of digital graphics using well-established methodologies. I am confidently able to build from scratch and/or consistently adhere to stylistic guidelines.

Each project is a merger of collective requirements. To bring the various project elements together and then seamlessly bridge how a user can best interact with a product/service is first prize. From the business aim, to 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, Microsoft Office, Asana

Industry Knowledge

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

Experience

Salem Media Group / Graphic Designer

3/2022 - PRESENT, USA

I work within a remote based cross functional team that services digital marketing and media platforms for 100+ national radio stations. I am responsible for creating and maintaining high volume personalized content for these stations. I also produce internal content for the Salem Surround division.

- Proficiently produce content with Adobe Creative Suite
- Highly self motivated on project scheduling and flow via Teams and Asana
- Strong working knowledge of HTML and CSS
- Organize and maintain content that is shared across a national network by sales and media representatives
- High volume turnaround on content creation needs that change on a daily basis
- superior attention to details and ability to manage multiple projects simultaneously.

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 and more. Please visit my online portfolio at www.dharmasafari.com for an overview of my previous work.

- Design and development of client collateral across a variety of platforms: 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
- Website development with a highly technical approach around analytics, SEO, to ensure delivery of quality traffic to websites
- Budgeted creation of Google Ads campaigns focused on data and outcomes
- Wireframing, prototyping and visual design concept creation
- 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 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 spreadsheet 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, organizing delivery and installation
- On-site project management

Fortunecity.com / Web & Graphic 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 websites with content from popular Warner Brothers' branded movies, TV shows, and music acts.

- Worked 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
- Structuring and management of back end database for the sites content center