

dawn rose

GRAPHIC DESIGNER

CONTACT

-  Oakland
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PROFILE

Imaginative & diligent multidisciplinary designer with a passion for sustainability, inclusivity and social-impact. Innovative creative director and positive team player who is self-motivated and enjoys collaborating, learning, and growing with others.

SKILLS

Logo & Brand Development
Print & Packaging Design
Art & Photography Direction
Presentation & Deck Design
Project Management
Website Design & Dev.

EXPERTISE

Photoshop
InDesign
Illustrator
Figma
Google Suite

WORK EXPERIENCE

BRAND DESIGNER, STRATEGIST, AND ART DIRECTOR

Desert Honey

2023

- Developed original logo concepts, color palettes, brand strategy, and a visual identity system for Desert Honey.
- Created a label with a 360 design with a unique die cut.
- Designed hand-crafted illustrations to showcase the desert plants that are infused in their product.
- Utilized illustration, powerful copywriting, visual storytelling, and visual identity system practices.

Financial Coach, Lisa Beem

2022

- Launched new visual identity, website, and debut campaign.
- Created tailored content and event promotions across multiple channels including email and social media campaigns, event publicity, and blogs.
- Developed strong copy to drive engagement by employing excellent user-experience writing.
- Art directed and scouted for a full-day brand photoshoot.
- Designed and launched personalized newsletter and email marketing system.

Cancer Coach & Author, Willow Star

2021

- Raised over \$4000 during an online fundraiser.
- Established brand strategy, architecture, and style guide.
- Created and maintained design systems, templates, and workflows to support scalability and client autonomy.
- Conceptualized and implemented campaigns, landing pages, emails, marketing automation, and social media content.
- Designed and developed a responsive, mobile-optimized website with newsletter, online donation form, and blog.

ILLUSTRATION & STORE OWNER

Dawn Creations

Jan 2020 - 2021

- Illustrated custom designs for an oracle card deck sold online by America Eagle on ae.com.
- Sold original fine-art and graphic design prints, including watercolor, acrylic, mixed-media, and digital pieces.

EDUCATION HISTORY

Santa Clara University

Bachelors of Art & Science

- BA Environmental Studies and Women Gender Studies
- Award for Academic Excellence in English and Writing
- Graduated early and with Honors
- Teachers Assistant: Geographic Information System Course