Dawn Mulloy

UX/UI | GRAPHIC DESIGN

CONTACT

- Denver, CO
- linkedin.com/in/dmgraphicdesign/
- dawn@dmgraphicartsdesign.com
- dmgraphicartsdesign.com

ABOUT ME

I am a graphic designer who has evolved into a user experience and user interface designer. After earning a bachelor's degree in graphic design and after 8 years of experience in the graphic design field, I decided to challenge myself and my skills by jumping into the world of UX|UI design.

Through UX|UI design, I collaborate with businesses through research, ideation, design, and validation to create the beautiful, easy-to-learn, friendly experiences that their users expect from their products.

SKILLS & TOOLS

Usability Testing	Prototyping	Figma
User Interviews	Wireframing	Adobe
Market Research	Design Thinking	Illustrator
A/B Testing	Mobile and Web Design	InDesign
Competitive Analysis	Information Architecture	Photoshop
User Surveys	Design Sprints	Miro
Social Media	Visual Design	Microsoft
Strategy	Storyboarding	Zoho
Product Education	User Flows	

EDUCATION

UI/UX Design Career Track Certificate

Springboard　　　　2022-2023

An industry mentor-led course, with 750+ hours of work in user experience and user interface design. Completed 4 UI/UX design projects. Mastered skills in information architecture, sketching and wireframing, prototyping and testing, eCommerce and browsing, persuasive and anticipatory design, gamification and behavior change, dashboards and data design and product lifecycle.

Bachelor's of Science - Graphic Design

Art Institutes　　　　2015-2019

Developed a mastery of technical and conceptual graphic design abilities including the formulation of ideas, problem solving and artistic skill while developing an individual style and viewpoint.

UX|UI EXPERIENCE

UX|UI Designer

Benten Technologies　　　　SEP 2023 - Present

- Collaborate with the Benten team on a STEM focused **user interface application development project.**
- Meet with the team on a weekly basis to ensure project success **through design thinking and articulation.**
- **Apply design principles** through the production of sketches, wireframes, and low-fidelity screens to create clear design solution visuals.
- Create **high-fidelity, interactive screens** using insights from user interviews and test the prototype to assess functionality.
- Guide design choices via the **input and analysis of the stakeholder.**
- Work with a developer to **create a working, downloadable application**.
- Problem solve with the development team to eliminate pain points.

Graphic & UX|UI Designer

Freelance　　　　JAN 2016 - Present

- Provide various graphic design services for multiple businesses **through collaboration, communication, & coordination.**
- Develop loyalty in client relationships **by exceeding deadline expectations.**
- Create visual elements and graphics for print and digital media
- **Develop and research current marketing campaigns** to create enticing, sharable materials.
- Collaborate with clients to develop brand guidelines and visual identities, **resulting in increased brand recognition and customer loyalty.**
- **Collaborate with creative teams** to keep in line with modern design trends.
- Create impactful visual designs and marketing materials.
- **Design eye-catching graphics and visual elements for websites, social media, and email campaigns**, resulting in a 15% increase in website traffic for JSC Impact.
- Design graphics for **multi-million dollar marketing campaigns** with StateFarm Stadium.
- **Use graphic design principles and strategies** to address customer pain points and raise customer satisfaction rates.

PREVIOUS EXPERIENCE

Lead Graphic Designer

Jeffco Public Schools　　　　DEC 2019 - JUL 2022

- **Personally oversaw all design projects from 120+ schools** in the district from initial requests to delivery.
- **Designed sport memory books, year books, and workbooks** using Adobe software and a close attention to detail.
- Successfully **managed and maintained relationships with a client list of 60+ clients** on a weekly basis.
- **Managed the design to production workflow** in collaboration with the print production team to ensure timely completion of each design order.
- **Boosted the overall satisfaction rating** of the print department by 105%.
- Learned to use and maintain the print production machinery.
- Visited different schools to meet with principals and teachers about graduation print material.
- **Took full responsibility of graduation program designs** as well as printing and delivery of said programs.

Lead Graphic Designer

Signal Graphics Printing　　　　DEC 2016 - JUL 2018

- **Designed custom signage for businesses in the local area**
- Was responsible for design projects from **sketches to mock-ups, polished files to final deliverables.**
- **Designed and set up print-ready files** and oversaw the printing process from start to completion.
- Led the team in **completing all print design orders on-time or before deadlines.**
- **Helped boost customer satisfaction rates** by delivering design orders correctly and in a timely fashion.