

DAWN BLANCHARD DESIGN

19030 Amarillo Drive . Germantown . Maryland . 20874 . 301-885-7261
email: design@dawnblanchard.com

objective

Utilize vast creative skills in web design, graphic design, and digital photography.
Utilize Top Secret Security Clearance

education

Northern Arizona University
Pursuing Bachelors in Art, Graphic Design/Illustration. Completed 3 + years.
Attended on scholarship. Member of National Deans List, Award for Outstanding Scholarship.
Winner of Society of Illustrators Annual Scholarship, 1990.

skills

Web Development:

Thirteen years experience in website design and development, execution and marketing. CSS proficient and Section 508 specialist. Highly proficient in Flash, Photoshop, Dreamweaver, Illustrator and InDesign CS4 & 5. Experience in HTML and dynamic web site environments. See below for more information.

Graphic Design

Seventeen years experience in professional graphic design. Develop logos, invitations, brochures, newsletters, four color ads, corporate ad layouts, and promotional campaigns etc. Specialize in rebranding efforts and consulting services. See below for more information.

Visit www.dawnblanchard.com for current portfolio.

PLEASE NOTE: A portfolio of confidential/inside graphic/web design for both DHHS and HHS can be shown during an interview upon request, but not cannot be left behind or distributed.

experience

December 1, 2009 – March 2011 - Web/Graphic Designer, STG International/ PSC/HHS, Washington DC.
Off-site, full time web/graphic designer for the Director of the Office of Communications for the Program Support Center of HHS. Rebranding of all outward facing communications including intranet, internet, publications such as the Service Directory, Annual Report, retrospective, folders, business cards, e-news, newsletters, magazines and more. Dynamic interaction and coordination with web development team for complete redesigns including Flash intros, and web galleries in Ajax/JavaScript, layout, image optimization and usability. Design printed materials for service areas such as posters, Powerpoint presentations, flyers, logos, brochures and more. Supported team members within the department in all their projects including training web site publications, and other communication and marketing materials. Digital photography and writing.

July 2007 – November 1, 2009 – Web/Graphic Designer, Detica/BAE Systems, Washington DC. Provided full time, off-site web design and graphic design needs within contracts for DHS and other government entities for local clients in the Washington DC area. Develop Flash training modules, movies and other multi-

media. Complete web site designs/redesigns including the branding, colors, layout, usability and accessibility, both public and internal. Also printed materials such as brochures, logos, trade show booths, training manuals and business cards.

October 2006 – May 31, 2007 - National Nuclear Security Administration/DOE Design/redesign all private and public web sites for NNSA. Worked closely with clients to clarify and effectively identify needs. Created templates integrating CSS for all layout and for Section 508 compliance. Did all updates for Public Affairs internet website including newsletters, and press releases under critical, short deadlines. Tracked workflow and target fulfillment with 99.9% customer satisfaction.

August 1998 - October 2006: Freelance webmaster, graphic designer, and digital photographer. Includes publishing web sites from concept, design, execution, optimization and marketing. Highly successful graphic designer, working closely with clients from concept to execution.

Freelance Clients

October 2004 - June 2005: Designer/Retail Coordinator, Verde Canyon Railroad. Responsible for web development and marketing. Redesign of website and optimization of content and images. All internal design including flyers and signage. Buyer for Box Car Gift Shop (Half a million in sales annually). www.verdecanyonrr.com

August 2003 - October 2004: In-house Marketing Art Director, Art Institute Glitter Inc. (largest glitter manufacturer in the country). Managed and directed all creative work pertaining to marketing, product development, and packaging. Created logo, all national four-color ad campaigns, negotiated contracts and hit all deadlines. Designed, developed and published website, including online shopping. Created displays for all tradeshow, including new product mock-ups. www.artglitter.com

August 2000 - January 2001: In-house, Medicine Man Gallery, Tucson, AZ. Responsible for ad design, web development, marketing and press relations. Assisted in art acquisition for collections. Wrote articles for newsletter and organized show openings.

May 1990 - June 2000: In-house Manager, Public Relations & Advertising, El Presidio Gallery, Tucson, AZ. Budgeted and tracked all advertising costs and trends. Designed, created and published website. Responsible for all design, including logo, newsletters, all four-color national and local magazine ads. Marketing campaigns for seasonal openings and shows.

