


PROFILE



Dawn A. Sallas

DesigNerd

Professional designer with 10 years experience who believes that users should have the loudest voice in the room. Has developed web and app content, brand identities, sales collateral and promotional product artwork for clients in retail, high tech, professional services, and environmental industries. Embraces deadlines and constraints, while maintaining creativity and quality. Comfortable with Agile and Lean UX methodologies. Happiest in a collaborative environment, where many ideas are embraced and explored. Still likes to get her hands dirty creating her art, be it with paint, ink or her new (old) passion, a letterpress.


CONTACT ME



479.871.9495



macgal74@gmail.com



linkedin.com/in/dawnsallas



Richmond, VA

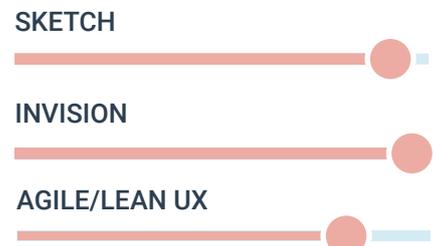
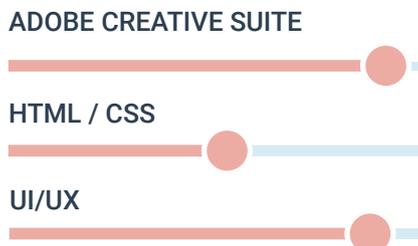

EXPERIENCE

- UI/UX Visual Designer** **Unboxed Technology LLC, 2011 - Present**
Owned every stage of the design process – from whiteboard concepts and paper prototypes, to making high fidelity visuals for client approval. Participated in user testing to transform findings into UI/UX changes. Collaborated with Product Managers and developers to create mobile solutions for major clients including Comcast, Samsung, and Xerox.
- Programming Director** **AIGA Richmond, 2012 - Present**
Worked closely with the board to prepare an annual programming schedule that reflects activities tailored to the needs of the design community and AIGA members. Created programming that connects, inspires, and educates, most notably pioneering RVA Design Week 2014.
- Graphic/Layout Designer** **Washington County Observer, 2010 - 2011**
This position required standard knowledge of AP-style and newspaper layout configuration. Designed all marketing materials for WCO as well as any advertorial pieces for the paper. Also was the web master, configured all the web ads using html, css and javascript.
- Web Designer** **Atomicleads.com, 2008 - 2010**
Created original designs and graphic solutions utilizing existing brand guidelines ie; LegalEinstein, AtomicLeads. developed web media; such as email/newsletter creatives, animated/nonanimated web banners, produced affiliated marketing materials and performed social media research for targeted content marketing.


EDUCATION

- 2015 **General Assembly**
Front End Web Development
- 2003 - 2006 **University of Arkansas**
Graphic Design

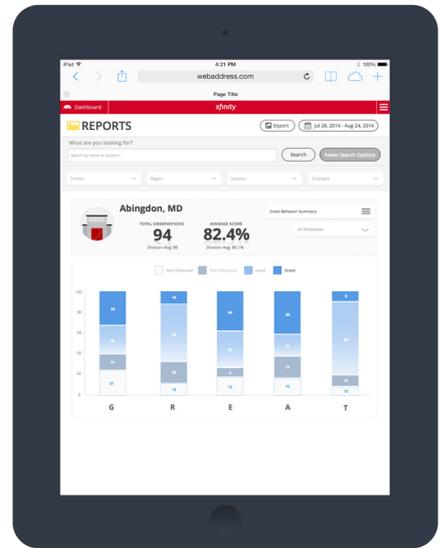
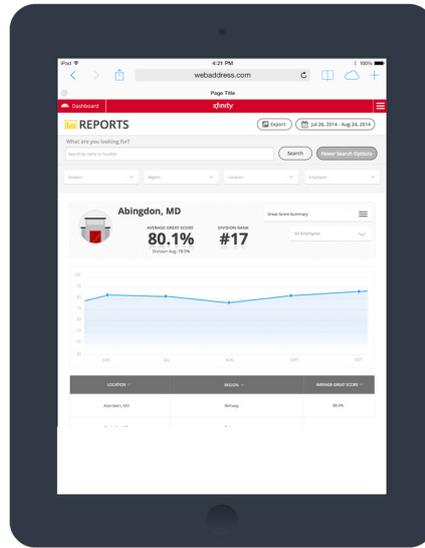

SKILLS





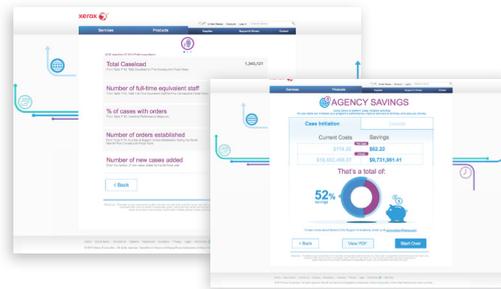
Dawn A. Sallas

DesigNerd



TALLY REPORTS

Initial Discovery, Wireframes, Visual design and QA



XEROX CHILD SUPPORT CALCULATOR

Initial Discovery, User Testing, Wireframes, Visual design and QA



SALES ASSISTANT APPS

A variety of sales assistant apps varying from several different clients. Samsung, Xfinity, and Owens & Minor



REFERENCES

DOUG ROSENBERG

Product Manager
804.929.4293
itsdoug@gmail.com

CHRIS KONIZER

Product Manager
434.989.4812
chris@konizer.com



AWARDS

HILDA LeSTRANGE

Visual Designer
702.526.6652
lestrangehr@gmail.com

DAVID McINTOSH

Marketing Designer
804.938.4009
dbmac@comcast.net

GOLD ADDY AWARD 2005

BRASS RING AWARD 2005



Dawn A. Sallas

DesigNerd



479.871.9495



macgal74@gmail.com



linkedin.com/in/dawnsallas



Richmond, VA



THANK YOU NOTES

Dear Dawn,

You are awesome! When I look back at the products I've worked on over the past year I can definitively say that they are better because of your input. You have strong design instincts and always do Fantastic research.

I want to thank you for investing time and passion into making every product innovative (even if I do have to pull you back sometimes). Your determination is contagious and makes others on the team do their best work.

Thanks,
Tyler

Dawn,

Thank you for challenging me.
Thank you for forcing me to think.
And for making me think differently.
Thank you for your patience in all of our whiteboard sessions.
Thank for you for never giving up on your great ideas.
Thank you for shaping the way I approach problem solving and making me fiercely proud of what goes out this door.

Thank you for challenging the status quo. Thank you for helping me become who I am. Thank you for being a friend, a tennis partner, and for genuinely making me want to come to this building each and every day. I truly appreciate you.

-Dawn