# SEIFU DAGNACHEW

Eden Prairie, MN | 612.806.4429 | dagnachew@gmail.com |
https://dagnachew.github.io/vdesignerPortfolio2/

**Visual Designer/Production Designer**

Production designer with strong skills in the creation, production and delivery of a range of products, from responsive sites and emails to banners and micro-sites; experience in working closely with Art Directors, UX designers, Developers and copy writers.

## TECHNICAL SKILLS

- Advanced skills in Adobe Creative Cloud applications -- Photoshop, Illustrator, InDesign, FrameMaker, Acrobat, and experience in working with Premiere, AfterEffects and Animate;
- Experience in web content management & prototyping tools – Sketch,  Adobe XD, Figma, Wordpress, Elementor, Adobe Experience Cloud, Salesforce Marketing Cloud, Adobe Workfront, Sketch, Litmus, Poppulo and Widen.

## PROFESSIONAL EXPERIENCE

**RBC Wealth Management ,** Minneapolis,  MN                                     2021 – To date
*Graphic Designer*
- Supported marketing teams with design and production of print and digital Ads,  brochures, promotional and event collaterals, forms, emails and social media ads.

**Freelance,** Eden Prairie MN                                                                          2019 – 2021
*Graphic Designer / Production Design*
- Supported marketing team with design, production, distribution and archiving of campaign initiatives including infographics, landing pages, white-papers, technical documents, social media graphics and  illustrations.

**Dell Inc,** Eden Prairie MN                                                                            2014 – 2018
*Lead Graphic Designer*
- Developed original creative solutions for marketing campaigns, while maintaining creative, technical and brand standards.
- Created digital campaign assets like site banners, websites, social media ads and emails using Adobe Creative Cloud applications and prototyping and wireframing applications.
- Created, updated and managed digital assets in Adobe Experience Manager and served as the got-to person for designers, AMs and PMs on AEM issues and digital asset requirements.

*Web Production Artist*
- Retouched new digital product and lifestyle photography.
- Oversaw and managed the collection, uploading and handover of all digital assets using Adobe Experience Manager.

- Reformatted images for consistency adhering to brand specific guidelines to achieve optimal customer experience.
- Developed and problem solved image solutions both technically and creatively in displaying products online with optimal customer experience in mind.
- Collaborated with Creative Directors to create mockups of image solutions for presentation and approval.
- Created detailed photo-compositions with graphic backgrounds, offering creative solutions in a collaborative environment.

**Merrill Brink International**, St. Paul,                                                    2012 – 2014
*Production Artist*
Produced highly stylized documents and output to clients for print and SEC-filed versions (SGML, HTML and ASCII). Designed and edited long documents, technical manuals, fliers and presentations.

## PROFESSIONAL DEVELOPMENT

University of Minnesota Coding Boot Camp - Javascript Full Stack Web Development: HTML5, CSS3, Javascript, JQuery, Bootstrap, Firebase, NodeJs, MySQL, MongoDB, Express, & ReactJs.

Certificate of completion on The Web Developer Bootcamp on Udemy.

HTML, CSS, and Javascript for Web Developers, by Johns Hopkins University on Coursera.

Lynda.com -- Completed Web Design Track; Multitude of courses in Adobe Creative Cloud applications, Adobe Experience Manager, HTML5, CSS, WordPress, Sketch, AxureRP, CSS Frameworks, responsive design, Javascript and Jquery.

Treehouse.com -- Completed the Web Design and WordPress Development tracks.

Bachelor of science, Biology, Addis Ababa University