

Dakota Harlow

| Designer | | User Experience | | Accessibility Minded |

Skilled graphic designer passionate about accessibility & UI/UX. Most projects I approach involve detailed planning, constant idea generation, intuitive problem-solving, & efficient spatial visualizations. Whether it's organization or creating engaging digital experiences, I thrive in dynamic environments & always deliver standout results.

Experience

Graphic Designer

Athena Project

Mar 2024 – Present

- Developed and implemented a creative logo within an established branding initiative for current fundraising program (“FemPower”) which increased fundraising by 23% on a monthly subscription basis. This increase allows for scholarships to youth programs for girls who would otherwise be unable to attend
- Created half page infographic flyer for current fundraising initiative to increase overall fundraising power within a decreased timeframe. This infographic encouraged and explained the benefits of the donation
- Designed appreciative “take-home” favors for participants with brand-based colorful quotes that increased sense of community and inclusion among the members

Graphic Designer

Freelance

Mar 2019 – May 2021

- Worked with clients to define project requirements and manage timelines/milestones
- Integrated various forms of media including videos and graphics for social media, advertising and informational purposes that showed an increase in interactions by 13%
- Brand color optimization for accessibility and general readability

Department Manager (Starbucks)

Kroger/Starbucks

Dec 2015 – Mar 2024

- Influential in increasing the Customer Connect scores by 30% by improving general moral and standardizing training
- Daily use of Microsoft Tools including Outlook, Word, & Excel
- Engaged the hearts and minds of my team and developed their skills so that they realize their personal best, both as individuals and as thriving teams. Several went on to lead their own teams.

Volunteer

X-Height Design Networking Group

January 2024 – current

- Managed a diverse online community, fostering a collaborative environment for a graphic design community network. This includes shifts at Social Media management across the usual platforms
- Facilitated community events and provided online technical support, enhancing overall engagement and sense of community

Best Buddies International

April 2024 – current

- Social event photography with intent of capturing a wide variety of people, inclusivity, and interaction across demographics for social media and other promotional media

Details

 Denver, CO

 (303) 927-9424

 dakotahrlw@gmail.com

Skills

- Figma
- Color Theory
- Problem Solving
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Accessibility
- User Experience Design
- Continuous Improvement
- User Interface Design

Certifications

- AI for Designers – IxDF
- Design for a Better World (Don Norman)
- Information Visualization – IxDF
- Accessibility: How to Design for All – IxDF

Education

Red Rocks Community College

AAS Graphic Design & Print
Production/Mixed Media

