

# Dawson Gyllenhammer

Graphic Design, Branding, UI/UX.



## EDUCATION

**Western Washington University** (Sept. 2020–June 2024)

MAJOR | Bachelor of Fine Arts in Design

MINOR | Honors College

CUMULATIVE GPA | **3.98**

**Scotts Valley High School** (Sept. 2016–June 2020)

High School Diploma

CUMULATIVE GPA (WEIGHTED) | **4.0**

## DESIGN EXPERIENCE

**Associated Student Productions** (Feb.–March 2024)

DESCRIPTION | WWU event planning

ROLE | Freelance group project designer

*Projects*

- Collaborated on a brand system for *Lawnstock 2024*, WWU's annual music festival. Work included building out files for large-format printing, Social media templates, promotional content and merchandise.

**Aspire Adventure Running** (June–Sept. 2023)

DESCRIPTION | Outdoor running event planning

ROLE | Graphic design intern

*Projects*

- Collaborated on a typesetting template for 15+ information-dense course packet PDFs.
- Discussions regarding information architecture and the hierarchy of trip-planning content.
- Created email templates in ActiveCampaign & implementing them into onboarding automations.
- Built out a custom icon set.
- Made custom graphics for 8.5x11" printable trail maps.
- Created a large-format event poster.
- Produced a 5 second logo-reveal motion graphic.
- Came up with hypothetical designs for merchandise.

## Personal Freelance

*Projects*

- Made hard-coded websites for people in HTML and CSS.
- Did commissions for graphite and acrylic portraiture of friends, acquaintances and pets.
- Commissioned to do chalk art at a public art fair.

## REFERENCES

Available upon request.

## CONTACT

Email

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Portfolio

[dggyllenhammer.myportfolio.com](https://dggyllenhammer.myportfolio.com)

Phone

831-345-1175

Instagram

[dawsons\\_design](https://www.instagram.com/dawsons_design)

## PROGRAMS

*Adobe Suite*

- Photoshop
- Illustrator
- Indesign
- After Effects
- Portfolio

*Visual Studio Code*

- HTML
- CSS3

*Other Programs*

- Figma
- Cinema 4D
- Procreate
- ActiveCampaign

## INTERESTS

*Fields*

- Branding
- Product Packaging
- In-house Design
- Digital Product Design
- Motion Design

*Skillsets*

- Story-driven design
- Systems thinking
- Sketching/concepting
- Constructive feedback
- The iterative process
- Typesetting
- Illustrating
- Collaborating

*Personal*

- Long-distance Running
- Roller Skating
- Music nerd
- Movie buff