



Dana George
Senior Interactive Designer

With 10 years of experience in the field of graphic design, I am qualified to serve you in many areas. My experience began at Fossil, Inc. with watch design, packaging and catalogs. My move into Advertising with the Dallas Morning News gave me a broader base of experience before jumping into the world of web design. As an interactive designer I've learned to design with CSS styles in mind, as well as user experience.

Some of my current responsibilities include the following:

- Build and maintain strong, creative partnerships with senior-level clients
- Manage, prepare and present creative for business and strategic development and project presentations
- Desire to understand a client's business, brand and marketing objectives, pro actively contributing to its evolution and success
- Stay current on latest industry technologies
- Inspire creativity, innovative thinking, strong marketing concepts and solutions through thoughtful management

Qualifications and Skills

- Professional, polished, and patient
- Problem-solver who can remain composed under pressure
- Confident and capable of juggling multiple projects simultaneously— able to prioritize, multi-task and meet deadlines
- Highly organized and can delegate without micro-managing
- Ability to fully realize the big picture while paying attention to the smallest details
- Ability to bring positive energy to projects and team
- Excellent communication skills and comfortable translating creative design into meeting business goals



I have a Bachelors degree in Communication Design, and over 11 years of work experience in Print & Interactive Design. You can view my online portfolio at: www.graphicdesignbydana.com

EXPERIENCE

Standing Dog Interactive, Dallas, TX. Apr. '11 - Current
User Interface Designer and Sr. Web Designer

Responsible for working collaboratively to support higher-level staff to create visual designs for all interactive initiatives across different properties including, websites, emails, applications, and other online media.
Responsible for creating compelling interactive experiences including, iPhone and iPad applications, Facebook applications, and online banner campaigns.
Coordinate with the product managers, editors and developers to make sure visual design adheres to the requirements, objectives, and timelines.
Implement innovative and appropriate current technologies as part of the overall interactive strategy.

Project Bonfire, Addison, TX. Nov. '10 – Current
Senior User Interface Designer

Responsible for creating wireframes for the creation of an online web application called Project Bonfire which serves the needs of Non-Profit Organizations to manage their volunteers and donors.
Responsible for creating the marketing materials around promoting the software and presentation materials to investors.

Verizon Inc., Irving, TX Apr. '09 – Nov.'10
Interactive Designer – Senior Art Director

Responsible for design and creation of elements, using the style guide, as low level as icons and buttons, up to the design and creation of complex wireframes and frame decks

Telligent Systems Inc., Dallas, TX Sept. '06 – Apr. '09
Interactive Designer – Senior Art Director

Design and develop site themes, skins, and widgets for Community Search. Concept and design custom websites for social networking communities. (Includes XHTML and CSS)
Design and produce the company branding, advertisements, website, banner ads, and web advertisements.
Design and execute marketing and sales materials for conventions/trade shows.

The Dallas Morning News, Dallas, TX June '04 – Sept.'06
Graphic Designer – Art Director

Design and develop special sections of editorial content.
Concept, design and develop integrated advertising with editorial news.
Concept and design ad campaigns for a high-end fashion section.
Coordinate and direct product photoshoots in a photostudio and on location.

Art Squad, Dallas, TX Feb '03 – June '04
Freelance Graphic Designer

Designed yearbook covers for Taylor Publishing.
Magazine ads, packaging, and sell sheets for Hit Entertainment.
Brochures, and presentation materials for VHA.
Product catalogs, membership cards, website updates, and cling stickers for Toni & Guy.

Seiko Marketing International, Austin, TX June '02 – Feb. '03
Graphic Designer

Designed watch product, posters, packaging and catalogs.
Created graphics for top-of-counter displays.
Designed watch packaging for kid's product.

Fossil, Richardson, TX Sept. '99 – June '02
Jr. Designer – Designer

Designed product catalogs and art directed the photoshoots of the product for the catalog.
Developed watch product and packaging for Academy watch lines.
Developed watch product and packaging for Disney, Barbie, and Harry Potter.