

Amberly Dawson

Designer

Glen Allen, VA 23059 • 804-437-7937 • ahdawson@vt.edu • www.linkedin.com/in/amberly-dawson

Creative and award-winning Industrial and Graphic Designer with 4 years of delivering impactful design solutions for industry leading organizations, including Unilever, GSK, and Virginia Tech. Has led over 100 projects that elevated brand identities, crafted captivating marketing collateral, and designed accessible, user-friendly interfaces that enhanced user experiences worldwide.

SKILLS

Adobe: InDesign, Illustrator, Photoshop, Premiere Pro, Acrobat, Adobe XD

Software: SolidWorks, AutoCAD, Fusion 360, Keyshot 10, Sketchbook Pro, Google Suite, Figma

Design: Graphic Design, Product Design, Ideation, UX Design Research, User Experience, Marketing Design, Storyboarding, Concept Development, Presentation Design, Illustration, Typography, Digital Design, Visual Design, UI User Interface Design

WORK EXPERIENCE

Visual and Graphic Designer

June 2023 – Present

Freelance, Richmond, VA

- Producing branding, marketing materials, social media graphics, user interfaces, or multimedia content on a contract-basis. Creating visuals that tell stories, evoke emotions, and make an impact through Adobe CS and Figma.

Industrial Design Co-Op, Graphic Designer, Dove Skin Cleansing

July 2022 – June 2023

Unilever, Trumbull, CT

- Developed inclusive and strategic user interfaces, graphic layouts, and templates using Figma, Adobe Illustrator, and Adobe XD, resulting in a 30% increase in consumer reach, while advancing equality initiatives and promoting global brand team collaboration.
- Collaborated with cross-functional teams to create streamlined business workflows, leveraging Figma and Adobe XD to design and implement UI enhancements that reduced processing time by 50% and decreased error rates by 20%.
- Led design sessions with client teams on 10+ projects to develop functional and technical requirements.

Administrative Design Assistant, Graphic Designer

August 2019 – May 2022

Virginia Tech, Blacksburg, VA

- Spearheaded the execution of over 40 social media, graphic design, and information initiatives, leveraging InDesign and Illustrator.
- Impacted a remarkable 80% surge in student attendance and engagement, driving positive brand awareness and fostering a vibrant campus community.
- Orchestrated design tutoring sessions and provided tour assistance, offering invaluable support to foster creativity and growth among 1000+ A+D faculty, staff, and students, strengthening the community's commitment to excellence.

Industrial Design Co-Op

May 2020 – August 2020

GSK, Richmond, VA

- Orchestrated three skill-based projects, leveraging the Adobe Creative Suite and PowerPoint to conceive captivating design solutions.
- Implemented design research methods to develop highly efficient designs, achieving top rankings with 90%+ user satisfaction, resulting in increased customer engagement and retention by 25%.
- Led comprehensive market and consumer data analysis, resulting in the development of over 50 forward thinking design options that contributed to company growth, expanding market presence.

EDUCATION

Virginia Tech, Blacksburg, VA, Graduated May 2023

Bachelor of Science – Industrial Design

