



## PROFILE



# Dawn A. Sallas

[www.dawnsallas.com](http://www.dawnsallas.com)

Professional designer with 13 years experience who believes that users should have the loudest voice in the room. Has developed web and app content, brand identities, sales collateral and promotional product artwork for clients in retail, high tech, professional services, and environmental industries. Embraces deadlines and constraints, while maintaining creativity and quality. Comfortable with Agile and Lean UX methodologies. Happiest in a collaborative environment, where many ideas are embraced and explored. Still likes to get her hands dirty creating her art, be it with paint, ink or her new (old) passion, a letterpress.



## CONTACT ME



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Richmond, VA



## EXPERIENCE

### Digital Designer

#### ndp agency, 2016 - Present

Lead the inception of the Digital team at a traditional print ad agency. Introduced a collaborative UX/UI design and build process to deliver solutions for clients across multiple industries, such as VCU Health, Estes Trucking, Chattanooga Urban Design Associates. With an emphasis on strategic growth, designed components that can be re-used within the agency.

### UI/UX Visual Designer

#### Unboxed Technology LLC, 2011 - 2016

Owned every stage of the design process – from whiteboard concepts and paper prototypes, to making high fidelity visuals for client approval. Participated in user testing to transform findings into UI/UX changes. Collaborated with Product Managers and developers to create mobile solutions for major clients including Comcast, Samsung, and Xerox.

### Graphic/Layout Designer

#### Washington County Observer, 2010 - 2011

This position required standard knowledge of AP-style and newspaper layout configuration. Designed all marketing materials for WCO as well as any advertorial pieces for the paper. Also was the web master, configured all the web ads using html, css and javascript.

### Web Designer

#### Atomicleads.com, 2008 - 2010

Created original designs and graphic solutions utilizing existing brand guidelines ie; LegalEinstein, AtomicLeads. developed web media; such as email/newsletter creatives, animated/nonanimated web banners, produced affiliated marketing materials and performed social media research for targeted content marketing.



## EDUCATION

2015

#### General Assembly

Front End Web Development

2003 - 2006

#### University of Arkansas

Graphic Design



## SKILLS

### ADOBE CREATIVE SUITE



### HTML / CSS



### UI/UX



### SKETCH



### INVISION / STUDIO



### AGILE/LEAN UX





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## THANK YOU NOTES

Dear Dawn,

You are awesome! When I look back at the products I've worked on over the past year I can definitively say that they are better because of your input. You have strong design instincts and always do fantastic research. I want to thank you for investing time and passion into making every product innovative (even if I do have to pull you back sometimes). Your determination is contagious and makes others on the team do their best work.

Thanks,  
Tyler

Dawn,

Thank you for challenging me. Thank you for forcing me to think. And for making me think differently. Thank you for your patience in all of our whiteboard sessions. Thank you for never giving up on your great ideas. Thank you for shaping the way I approach problem solving and making me fiercely proud of what goes out this door.

Thank you for challenging the status quo. Thank you for helping me become who I am. Thank you for being a friend, a tennis partner, and for genuinely making me want to come to this building each and every day. I truly appreciate you.

-Doug