

DANA MITCHELL

Senior Designer

CONTACT

✉ dana.d.mitchell@gmail.com

☎ 780-819-6944

🐦 @_hi_dana

💻 danaisawesome.com

WHAT I BRING TO THE TABLE

Unbridled enthusiasm for learning, unshakable commitment to advocate for the user.

EDUCATION

Digital Media and Information Technology - NAIT

Graduated on Dean's Honour Roll
Majored in Web Development and Design - GPA of 3.7

SKILLS

VISUAL DESIGN

Adobe Photoshop, Sketch, Adobe XD

GRAPHIC DESIGN

Adobe InDesign, Adobe Illustrator

ONLINE ADVERTISING DESIGN

Google Display Ads, Facebook Ads, Instagram Ads

PROFICIENT WITH

HTML, CSS, JavaScript, Bootstrap, WordPress, Google Docs, Google Analytics, Google Sheets, Crazy Egg, Salesforce, TaskRay

WORK EXPERIENCE

SENIOR DESIGNER

2017 - CURRENT // Strathcom Media Inc.

- Mentored and trained Design team.
- Advised other departments to improve work quality universally.
- Coordinated daily work load for Intern, Junior, and Intermediate Designers.
- Established workflows and process for the Design, Digital Advertising, and Online Marketing Manager teams.
- Utilized Google Analytics and Crazy Egg for user testing processes, created case studies, and provided insight to all departments.
- Worked with Design team and Outsource team to manage and coordinate projects to amplify work quality and production speed.

WEB DESIGNER

2013-2017 // Strathcom Media Inc.

- Assembled presentations, RFPs, sales brochures, and pitch decks.
- Maintained multiple client websites quickly and accurately with excellent attention to detail.
- Demonstrated strong communication skills when interacting with other departments and clients.
- Oversaw and facilitated new website production, including SEO optimization and responsive testing.
- Designed website mock-ups and assets for automotive dealerships while ensuring all finished products maintained consistency with OEM marketing brand guidelines.

NOTABLE PROJECTS

NATIONAL OEM MARKETING CAMPAIGN MANAGEMENT

- Coordinated the design of monthly digital advertising assets with special offers provided by Canadian automobile manufacturers on a team of up to 8 other designers.
- Worked with other departments to update 200+ website and online advertising clients within 24-48 hours of receiving manufacturer incentives while maintaining design quality.

CLIENT REQUEST PROJECT MANAGEMENT

- Overhauled processes for task management to boost work flow within Design team, leading to increased productivity and eased pinch points.
- In 2020, implemented process to include a new Outsource team, additionally operated as the project manager for that team.