

DANA MITCHELL

Senior Designer

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PROFILE

Born & raised in Alberta, I first discovered my passion for building websites in 2007. I started DMIT at NAIT in 2008 and have been designing ever since. These days my passion is focused on user experience and accessibility, as well as trying to learn javascript (For real this time).

EDUCATION

NAIT - DMIT PROGRAM

Graduated 2010 with Honours

SKILLS

VISUAL DESIGN - Photoshop, Sketch, Adobe XD

GRAPHIC DESIGN - Adobe InDesign

ONLINE

ADVERTISING DESIGN - Google Display Ads, Facebook Ads, Instagram Ads

PROFICIENT WITH - HTML, CSS, Bootstrap, WordPress, Google Docs, Google Sheets, Crazy Egg.

WORK EXPERIENCE

SENIOR DESIGNER

Strathcom Media Inc. | 2017-CURRENT

- Coordinated daily work load for Intern, Jr. & Intermediate Designers.
- Provided Mentorship & training for design team and worked with other departments to improve work quality universally.
- Maintained & created workflows & process for both Design Team & other departments.
- Participated in User Testing processes, & responded to data gathered from the process.
- Worked with Design Team & Outsource Team to manage projects & coordinate efforts to improve overall work quality & production speed.

WEB DESIGNER

Strathcom Media Inc. | 2013-2017

- Was responsible for new website design & production, including SEO optimization & responsive testing.
- Maintained client websites quickly & accurately with excellent attention to detail .
- Demonstrated strong communication skills when interacting with other departments & clients.
- Assembled presentation & pitch decks.
- Designed website mockups and assets for automotive dealerships and ensuring all finished products maintained consistency with OEM marketing brand guidelines.

NOTABLE PROJECTS

OEM INCENTIVE MANAGEMENT

- Coordinated the design of monthly digital advertising assets with specials provided by Canadian automobile manufacturers with 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

- Created new process for task management to streamline & optimize work flows within Design team, leading to increased productivity & workflow.
- In 2020, I was responsible for expanding the process to include a new Outsource department, as well operating as the project manager for that team.