

DYLAN LAWSON

Graphic Designer

EDUCATION

California State University Chico

- Bachelor of Arts
 - Communication Design & Graphic Design
- August 2017 - May 2021
Chico, CA

CONTACT INFORMATION

(530)566-6266
noswal.nalyd@gmail.com
dylanjlawson.weebly.com

SKILLS

Design Software

- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign
- Figma
- Canva
- Google Suite

Design Specializations

- Social Media
- Illustration
- Packaging Design
- Publication Design
- Typography
- UX/UI Design

Social Media Management

- Facebook
- Instagram
- Pinterest
- Hootsuite

Personal

- Creative
- Collaborative
- Feedback Receptive
- Time Management
- Brand Knowledge
- Concept Development

PREVIOUS EMPLOYMENT AND EXPERIENCE

Graphic Designer

Engelbrecht Advertising

Mar 2023 - Current

- Designed weekly social media posts for Gold Country Casino Resort featuring casino events, new and recurring menu items, and upcoming performers/performances.
- Created Eco-Poster and Digital Billboard designs advertising upcoming and current Gold Country events for use on billboards featured around the central/northern California area.
- Created online Digital Campaigns consisting of animated website banners and ads.
- Designed posters for Gold Country Casino, the Butte County Fair, and the Silver Dollar Fair depicting events, performances, and other services needing advertising.
- Collaboratively developed a monthly mailer for Gold Country Casino in which I contributed the front cover, back cover, and calendar page designs.
- Edited various documents including menus for Lumberjack's Restaurant, Anthem Memory Care pamphlets, and sticker redesigns for Down Range Indoor Training Center to name a few.

Ecommerce Social Media Marketing Intern

Morecommerce - Storenvvy

Jun 2022 - Aug 2022

- Conceptualized, designed, and published daily graphically engaging social media posts for the official Storenvvy Instagram and Twitter.
- Designed a comprehensive collection of visually appealing online banners and advertisements for the Storenvvy site, blog, and product collections.
- Enhanced the visual presence of the Storenvvy Instagram and Pinterest online marketplaces.

Graphic Design Contractor

Little Red Hen

Nov 2021 - Dec 2021

- Produced social media content for the official Facebook and Instagram of Little Red Hen.
- Designed compelling promotional emails uniquely tailored to each Little Red Hen product branch.
- Captured high-quality product images for use in promotional materials.
- Established an employee newsletter template to foster efficient communication within the organization.
- Collaborated with vendors over print orders, meeting deadlines and quality standards.

CERTIFICATIONS

Coursera

- Foundations of User Experience (UX) Design
- Create and Design Digital Products using Canva