

Dawson Gyllenhammer

Graphic Design, Branding, UI/UX.



EDUCATION

Western Washington University (Sept. 2020–June 2024)

MAJOR | Bachelor of Fine Arts in Design

MINOR | Honors College

CUMULATIVE GPA | **3.98**

Scotts Valley High School (Sept. 2016–June 2020)

High School Diploma

CUMULATIVE GPA (WEIGHTED) | **4.0**

DESIGN EXPERIENCE

Associated Student Productions (Feb.–March 2024)

DESCRIPTION | WWU event planning

ROLE | Freelance designer

Projects

- Collaborated on a brand system for *Lawnstock 2024*, WWU's annual music festival. Work included building out files for large-format printing, social media templates, promotional content and merchandise.

Aspire Adventure Running (June–Sept. 2023)

DESCRIPTION | Outdoor running events

ROLE | Design intern

Projects

- Produced a layout design template, and built out 18 different informational “course packet” PDFs in inDesign.
- Participated in discussions regarding information architecture and the hierarchy of trip-planning content.
- Created email templates in ActiveCampaign & implemented them into onboarding automations.
- Built out a custom icon set.
- Made custom graphics for 8.5x11” printable trail maps.
- Created large-format event posters.
- Produced a logo-reveal motion graphic.
- Came up with designs for merchandise.

Personal Freelance

Projects

- Created a hand-lettered script logo for a bike company.
- Made hard-coded websites for clients in HTML and CSS.
- Commissioned to make graphite and acrylic portraiture of friends, acquaintances and pets.

REFERENCES

Available upon request.

CONTACT

Email

dawsongyllenhammer@gmail.com

Portfolio

dgyllenhammer.myportfolio.com

Phone

831-345-1175

Instagram

[dawsons_design](https://www.instagram.com/dawsons_design)

PROGRAMS

Adobe Suite

- Photoshop
- Illustrator
- Indesign
- After Effects
- Portfolio

Visual Studio Code

- HTML
- CSS3

Other Programs

- Figma
- Cinema 4D
- Blender
- Procreate
- ActiveCampaign

INTERESTS

Fields

- Branding
- Product Packaging
- In-house Design
- Digital Product Design
- Illustration

Skillsets

- Story-driven design
- Systems thinking
- Sketching/concepting
- Constructive feedback
- Typesetting
- Illustrating
- Photography
- Collaborating

Personal

- Long-distance Running
- Roller Skating
- Music nerd
- Movie buff